

Follow the Leader

1/6 CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.



Solution

The digital leadership is represented by CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero. He wears cyber glasses and holds a superhero shield. CAPTAIN DIGITAL stands for digital change and protection of Deutsche Bank virtues.

Status: 15.06.2018

Follow the Leader

2/6

CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.

Please explain how your poster brings the idea of digital leadership to life?

Visually the poster communicates the great importance of the digital change and the role of strong digital leader.

Follow the Leader

3/6

CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.

Please provide a summary of your film script/storyboard:

CAPTAIN DIGITAL is shown while listening to his favorite gramophone record, playing with his dog and blowing out birthday candles. All scenes present things he truly loves that are none-digital and of great value to him. But when he talks about business his preference abruptly switches to digital. He emphasizes that digital change can only succeed with the support of dedicated experienced finance experts. A team group hug at the end points out that digital leaders and the change lead to success

Follow the Leader

4/6

CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.

What makes your film poster and script special?

CAPTAIN DIGITAL first is supposed to be a classic superhero with non-realistic actions. Surprisingly he turns out to be a very empathetic person with great business expertise.

Follow the Leader

5/6

CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.

Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

no third party material

Follow the Leader

6/6

CAPTAIN DIGITAL (update)

CAPTAIN DIGITAL, a smart banker with the appearance of a digital cyber superhero.

Creative's profile



lingfa **PRO**
designer

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Product Design, Communication
Concept