

**Do** We can't focus on data and consumer profiling. First, we need to understand who we are as a brand and what we stand for. Secondly, we can start a movement, connecting with the like-minded who will then serve us in the right way speaking about the brand in a way that aligns with who we are. **hold** **the** Power has shifted in many ways to the consumer. In particular the millennial consumer due to their shopping habits, abundance of choice, and the power of global information. In majority of instances with new brands, the consumer is being placed at the centre. This will and should shift the way we work, with client, and what role the consumer plays in delivering creative work. **people** **power**

**or** The end consumer should never shape a brand. I think it's good to acknowledge and consider them, but at the same time be true to your DNA. **do** Also, for each brand there's probably not just one restricted and static group of consumers but a few different profiles that constantly fluctuate and evolve. Brands should be aware of this. **brands?**

**Brands** It takes foresight and risk-taking on behalf of the company. You can make the decision to present something new—that is pushing your business in an ethical direction—and risk a smaller return as a business. Then, you're leveraging the power of your business to make real change. **exist** If we don't know who we are, how will anyone know who we are? **for**

**people,** **but** Product comes from culture. Brands are a product of our time. **what**

**role** [Every time] a client comes through the door we need to ask, what do they stand for? What's the opportunity? What's the DNA of the brand? What are their values? **do** **people**

**themselves** **play** **in**

**shaping** A strong audience is everything. If we set out to deliver brands, we will only deliver successfully if the end consumer perceives us in the way we intend to be perceived. **brands?**

**Should** **they** **play**

**a** First of all, we should be faithful to the good of the brand before we even start thinking how to communicate that. **role** **at** **all?** We know that we're watched. We know that the internet is a bespoke thing for everyone. The way you use and collect information is recorded and turns into data, and that data is then used to get the internet that suits what you need. There's not many places you can go and feel like you're having a private experience. **all?**

# The Law of Entropy

This three-part poster series explores the law of entropy through the manipulation of materiality, transparency, and reflection. The words used in these works are from Klaus Nürnberger's book, Martin Luther's Message for Us Today. The full text reads, "there is no construction without deconstruction, no life without the death of other lives, no order without chaos."

The text was segmented into three parts, printed them on plastic sheets, and warped them based on their content. Each piece was photographed against a mirror, allowing the weather conditions to dictate the ultimate visual treatment.

## Words

Klaus Nürnberger's,  
Martin Luther's Message  
for Us Today

## Design & Art Direction

Whitney Badge

## Typefaces

Dia Regular on plastic sheets