

Cultural Branding Campaign

The Alchemist by Paulo Coelho

“Maktub Campaign”



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Table of Contents

1. Executive Summary	3
2. Introduction.....	4
3. Maktub Campaign Equities.....	5
4. Maktub Myth	6
4.1 The Concept of Maktub.....	6
4.2 Our Mission	6
4.3 Our Target Audience	7
4.4 Populist World.....	7
4.5 Product.....	8
4.5.1 Logo.....	8
4.5.2 Product Description	8
4.5.3 Promotion of the Product.....	10
5. The Myth Chart.....	12
6. PESTLE Analysis	13
6.1.1 Political.....	13
6.1.2 Economical	13
6.1.3 Social.....	13
6.1.4 Technological	14
6.1.5 Legal.....	14
6.1.6 Environmental	16
7. First Period: Personal Legend	17
7.1 Myth Treatment	17
7.1.1 Personal Legend: Ideology	17
7.1.2 Personal Legend: Contradictions.....	17
7.1.3 Personal Legend: Maktub Myth.....	18
7.1.4 Personal Legend: Populist World.....	19
7.2 Personal Legend: Creative Strategy.....	19
7.2.1 Co-authors	19
7.2.2 Symbolism.....	20
7.2.3 Setting	20
7.2.4 Characters.....	20
7.2.5 Quotations	20

7.3 Personal Legend: Disruption	21
8. Second Period: Language of the World.....	21
8.1 Myth Treatment	21
8.1.1 Language of the World: Ideology	21
8.1.2 Language of the World: Contradiction.....	22
8.1.3 Language of the World: Maktub Myth.....	22
8.1.4 Language of the World: Populist World.....	23
8.2 Language of the World: Creative Strategy	23
8.2.1 Co-Authors.....	23
8.2.2 Symbolism.....	23
8.2.3 Setting	23
8.2.4 Characters.....	23
8.2.5 Language of the World: Quotations	24
8.3 Language of the World: Disruption	24
9. Third Period: Self-Gratification.....	25
9.1 Myth Treatment	25
9.1.1 Self-Gratification: Ideology.....	25
9.1.2 Self-Gratification: Contradictions	25
9.1.3 Self-Gratification: Myth.....	26
9.1.4 Self-Gratification: Populist World.....	27
9.2 Self-Gratification: Creative Strategy	27
9.2.1 Co-Authors.....	27
9.2.2 Symbolism.....	27
9.2.3 Setting	27
9.2.4 Characters.....	28
9.2.5 Quotations	28
10. Appendix.....	30
11. References	34

1. Executive Summary

This assignment is based on *The Alchemist* and it will address and elaborate a product made to fit in three periods of the book. It is based on creating a product and/or a campaign that fits into three different eras of the book. In our project, we will connect our brand to Douglas Holt's "How brands Become Icons".

In order to better analyze and understand these three periods and how to promote our products, we decided to conduct an in-depth analysis of the political, economic, social, technological, legal and environmental aspects in the book.

In the PESTLE analysis section, we discussed about how all these elements can affect individuals not to take the initiative to follow their Personal Legend and, as a consequence, not to understand the Language of the World. This situation leads people not to be happy and satisfied with what they have; instead, it pushes them to find their treasure somewhere far from their reality.

Moreover, we will explain the meaning behind our message. The idea of the product came from the religious Maktub ("it is written") concept mentioned in the book; what we are promoting is a deck of cards meant to motivate our populist world to be hopeful during the three eras. The deck of cards includes inspirational quotes and are given out on to visitors of local stores and bakeries to hopefully get someone to go after the things they desire in life.

The three periods we are promoting our product on are the Personal Legend, the Language of the World and the Self-Gratification periods.

The first one focuses on accomplishing dreams and not be afraid to the first step towards achieving what individuals desire; while, during the second period, our Maktub deck cards will be promoted on is the Language of the World which focuses on omens and the energy that connects people, in this era we try to convince our audience that the world is all about luck and coincidences. After a major paradigm shift, during the third era we focus on self-gratification, which means being satisfied with what a person has; this comes from a long process after which individuals have learned to follow their dreams and to understand the Language of the World.

2. Introduction

We chose the theme of “Maktub” because it fits into the general motto of the book. Most of the characters are living lives that they are not satisfied with which leads us to create a deck of cards that would help the populist world to move forward. The main purpose of the deck of cards is to create a change within the story.

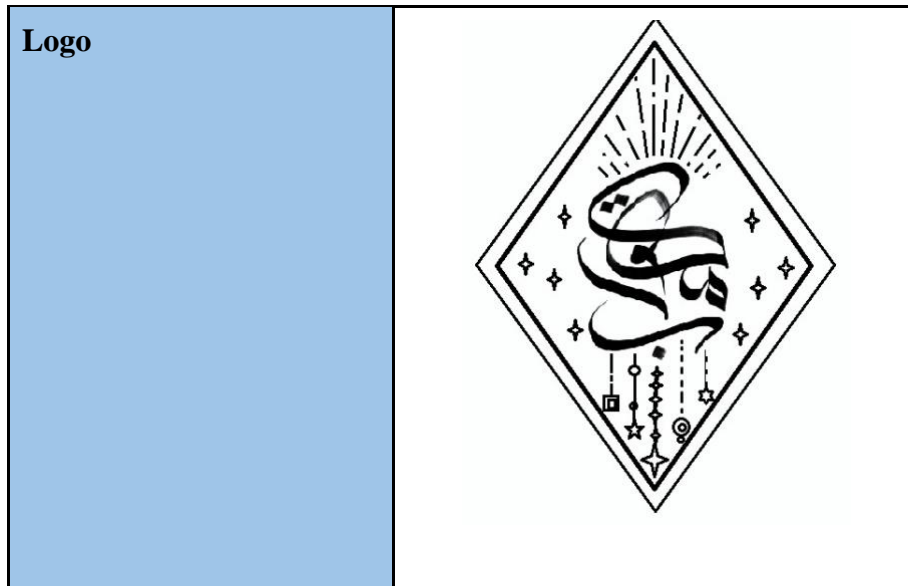
Below, the reader will witness three paradigm shifts (disruptions), with period one focusing on Personal Legend, two on the Language of the World and three on the Self Gratification. The deck of cards applies to all three periods because of the fact that it focuses on general hopefulness which was needed throughout each era. Maktub aims to remind to continue to work hard for their dreams, whether it is love related or a simple appreciation for life. This concept is meant to communicate messages of motivation in order to help people to live a life past their daily routine which at the time of the book were very uninteresting.

In fact, our product is coherent during the whole campaign; however, the message within the product (the quotations on the cards) and our mission will change according to the contradictions emerged after each disruption.

From motivating people to follow their Personal Legend, to make them recognize and accept all the forms through which the Language of the World can manifest itself in order to help individuals to achieve their dreams, and finally, only when they accomplished these two missions, they can be satisfied with their life.

3. Maktub Campaign Equities

Product	Maktub
Service/Brand	23-card deck
Periods: <ol style="list-style-type: none"> <i>First Period</i> <i>Second Period</i> <i>Third Period</i> 	<ol style="list-style-type: none"> Andalusia - Crystal Shop Tangier – Desert Oasis – Andalusia
Co-authors: <ol style="list-style-type: none"> <i>First Period</i> <i>Second Period</i> <i>Third Period</i> 	<ol style="list-style-type: none"> King of Salem, Santiago Englishman, Santiago The Alchemist, Santiago
Target Audience	Individuals that think that nothing is possible and do not believe in the coexistence of two worlds, speak beyond words and do not appreciate what they have.
Primary Populist World	A group of people that differentiate itself from the rest of society because they are willing to try but are scared of realizing their Personal Legend; and therefore, they cannot fully appreciate what they have.
Product Attributes	Usage of inspirational quotations related to “Maktub” (“it is written”)
Promise	Give faith and hope in one’s dreams to make people become one with the world and to lead them to appreciate what they have.



4. Maktub Myth

4.1 The Concept of Maktub

“Maktub” (in Arabic: مكتوب) is an Arabic word that means “it is written”. Muslims are told to always work hard and pray to God despite knowing that everything that is good for them is already written in what they call the “the Preserved Tablet.” (in Arabic: اللوح المحفوظ)

“Maktub,” the merchant said, finally.

“What does that mean?”

“You would have to have been born an Arab to understand,” he answered. “But in your language, it would be something like it is ‘written’.” (pg. 61, 25th Anniversary Edition).

They use the word “Maktub” to simply explain the fact that everything that goes on in one’s life is pre-written by God; however, one should not use this as an excuse not to continue to pursue dreams, but in fact use it as motivation knowing their true purpose and destiny is out there and it is what is best for them.

“Maktub,” she said. “If I am really part of your dream, you’ll come back one day.”

4.2 Our Mission

In the Personal Legend period, our mission is to encourage individuals not to be guided by society’s norms, but instead, to follow their dreams and what is written for them by promoting the concept of hope and gratitude for what individuals have. These concepts can be achieved only by learning how to use the universal Language of the World.

Therefore, in the second period, we aim to make people understand that everything is tied up with the universe via omens, luck and coincidences. We want our populist world to learn to recognize and accept these signs that can lead them to their destiny; in fact, only through them, they can really realize their Personal Legend and their purpose in life.

In the last period, the Self-Gratification one, we aim to make people understand that their fulfillment comes from the little things that they have in their lives, and this is a consequence of the realization of their Personal Legend and the understanding of the Language of the World in order to become one with all things.

In our campaign, all periods are a consequence of one another and therefore, the missions that characterize each part of the campaign are different, yet connected. We aim to encourage these people to feel alive, to achieve their dreams despite the obstacles that it implies and to take risks even if this means being rejected by society, because this is the only way to appreciate what one has and to fulfill one's life.

4.3 Our Target Audience

As described in "The Alchemist", individuals are scared of following their personal legend (the means by which a person can regard life as fulfilling) and go after their dreams due to the obstacles that this implies.

By not doing what they really want, people tend not to appreciate what they have and to look elsewhere for their "treasure", something that can fulfill their lives.

For instance, the crystal merchant was unhappy in his situation; consequently, he dreamt to go to Mecca to find his happiness, but he never took any actions to achieve his dreams because he was too scared of failing. The crystal merchant is aware of the fact that he acts mistakenly in not pursuing his Personal Legend, making it hard to understand his reasons when he refuses to change his ways, even after Santiago shows him the benefits of taking risks. Within the context of the story, he serves as an example of the dangers of an unfulfilled life, evident in his disappointment over his own life decisions.

The crystal merchant is not the only one who lets go of his dreams and settles for less: another example is the baker, who opens a bakery instead of going after his dreams (to become a shepherd and to go to Africa), because he would have made more money.

Therefore, our target audience is made up by these individuals who do not follow their dreams due to different factors that influence them.

4.4 Populist World

Our populist world is the same across the three periods because it is mainly made up by dreamers that differ from the rest of society, because they are too scared of pursuing their Personal Legend, to take risks, to become one with the universe, but they are willing to begin the journey in order to find themselves and to appreciate what they achieve.

These are mainly the people to whom the King of Salem appears in order to encourage them not to lose their faith and to fight for what they want; an example is Santiago, who is one of the individuals that meets Melchizedek as mentioned in the book.

The populist world is analyzed below in detail in each period.

4.5 Product

4.5.1 Logo

In order to describe our brand, we designed our logo in a specific way by paying attention to every detail in it. The logo represents “Maktub” which is the name of our campaign, and it is a diamond shaped logo that has the word Maktub in the center of it, which is written in an artistic Arabic-Islamic calligraphy “مكتوب”.

The logo will not change over time because it is coherent with the message that we want to spread during the whole campaign. As already stated, the messages and missions are all connected and they are a consequence of one another; this is the reason why we decided to create a logo that could represent the idea we are delivering through our campaign during all the three eras.



On top of the word, we placed lines that make the word “Maktub” look like it is shining like the sun; at the bottom, under the word, there is represented a dreamcatcher connected to it, it defines our brand and what we are doing since our mission is to give people hope, make them follow their dreams, and accept or value what they have.

4.5.2 Product Description

In order to reach our mission, we want to promote a 20-card deck. Each card will have a quotation taken from “The Alchemist” book and will be divided according to the period.

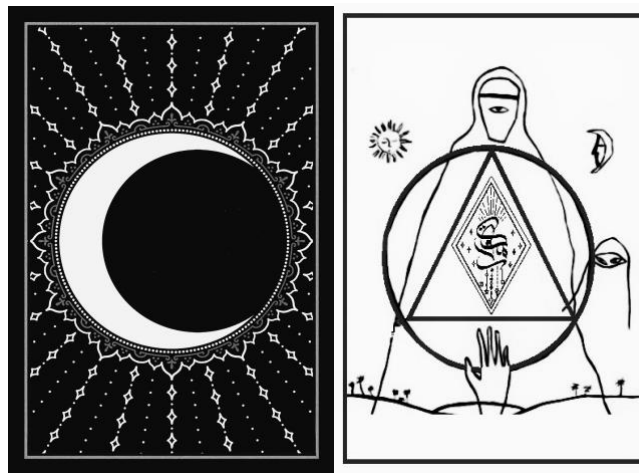


Figure 1. Sample of the Product. Front and back.

The first period, the quotations will address the fear of achieving dreams and encourage individuals to fight for their dreams and never give up when they are one step away from them.

The concept of hope will be promoted through citations that encourage people to follow their Personal Calling and to undertake a journey to realize their dreams.

During the second period, the quotes we promote will convey the idea of Language of the World, people were encouraged from the first period and started to pursue their dreams but failed because they did not want to believe in the Language of the World. So, we propose the idea of a universal language to try to motivate them and remind them that the only real language is that of the world. People are tied with the universe via omens, luck and coincidence. When people believe in this, they will succeed in achieving their dreams.

For the last period, the cards will be used to spread the concept of “valuing what you have”, and not seeking other’s treasure, as a stimulus to appreciate what is given to them instead of looking for their treasure somewhere else. As people pursued their dreams, they started not accepting what is given to them, so we got into the third period to inspire and excite them to be grateful and happy enough with themselves.

On the front of the card, there will be depicted a black and white moon surrounded by a circle which represents the sun with citations within it. The design will represent the cycle of life and the Islamic art patterns.

On the back of the card, we placed the logo of the campaign within a triangle that symbolizes the pyramids (ancient and inscrutable as Santiago went through his journey to find his treasure in Egypt next to the pyramids). While, the circle portrays the globe to show how to understand, owing to people’s loss of faith in life, they gradually, inevitably embarked upon a small world of their creation, and also shows the “Language of the World” which refers to the oneness of all things, that everything in the universe is tied together and believers of this truth feel that the language of the universe links people to the world and to each other.

For example, when Fatima and Santiago meet, they speak a universal language of love; unrelated to Spanish or Arabic. In the language of omens, luck and coincidence are two of the most frequently used signs.

On the bottom, there will be a hand trying to reach the globe and the logo, which refers to our populist world, people that are trying to connect to the universe and make a big change by using our brand (making the world a better place with hope and motivation to reach what they want in life, and be grateful of what they have).

The woman with the one eye will be holding the globe that has the pyramids and our logo in it; she represents the gypsy, how our dreams are a form of communication with the divine. She divides dreams into "our language" and "the Language of the Soul." It seems that everyone has their own individual Language of the Soul, used by God to tell them a secret, but that it is also possible to dream in a collective language that others can understand. The sun and the moon will portray the cycle of life, and the women on the right describes Fatima, Santiago’s love who supported and stimulated him in pursuing his dreams, which means by the support of your loved one, you will be able to achieve and accomplish your dreams.

In the packaging, with the cards, there will be a package leaflet (*Figure 2*) that describes the product and the meanings behind each element represented in the cards to show our consumers the real purpose of our brand.

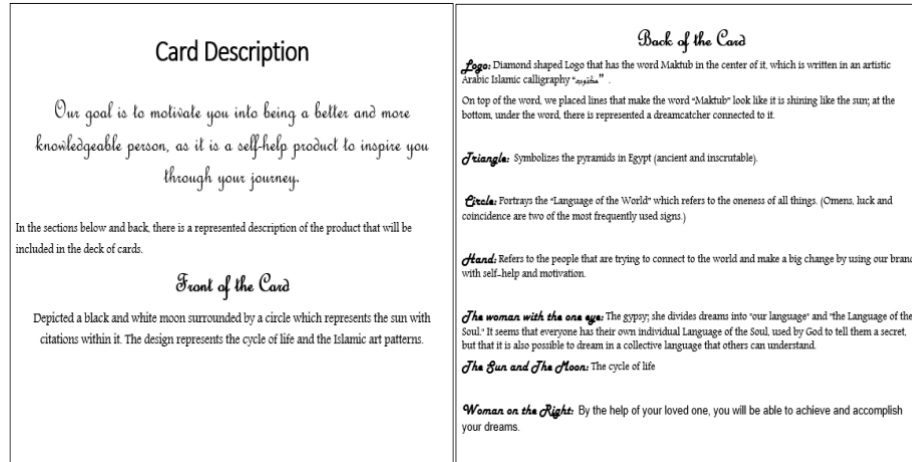


Figure 2. Package Leaflet.

4.5.3 Promotion of the Product

The promotion of the product will occur through two different methods according to the place and time. The first one is a print advertising that promotes the product in Spain and in Tangier. The second method, that takes place after the episode in the crystal shop throughout the journey to reach Egypt, is indirect advertising by word of mouth.

In Andalusia, the King of Salem first introduces the product to all those dreamers (i.e. Santiago) that he approaches as an encouragement to pursue their Personal Legends. In order to ensure that they do not give up during their journey, Melchizedek decides to create a print ad to hang on the door of the bakery and on the window of the small building that sell tickets to Africa.

By being motivated by these inspirational quotations placed in the cards, Santiago decides not to limit the promotion of the product in Spain. In fact, during his adventure in North Africa, he brings the print ads with him in order to hang them wherever he goes, to encourage himself and to push other individuals of the same populist world to follow their Personal Legend. He hangs them on the door of the crystal shop, so that those travelers who stopped by, could buy the deck of cards.



Figure 3. Poster distributed in the specified shops.

In the second period, we use an indirect advertising; Englishman and Santiago start off with the discussion about their quest of looking for the one language that connects everyone, but they then disagree about the form of the Language of the World that they both have.

Santiago will narrate different stories to the travelers in the caravan, including the episode with Melchizedek and how he encouraged people to pursue their dreams. The protagonist will consider himself as an example of how he started learning the Language of the World (by omens helping him to achieve his dreams).

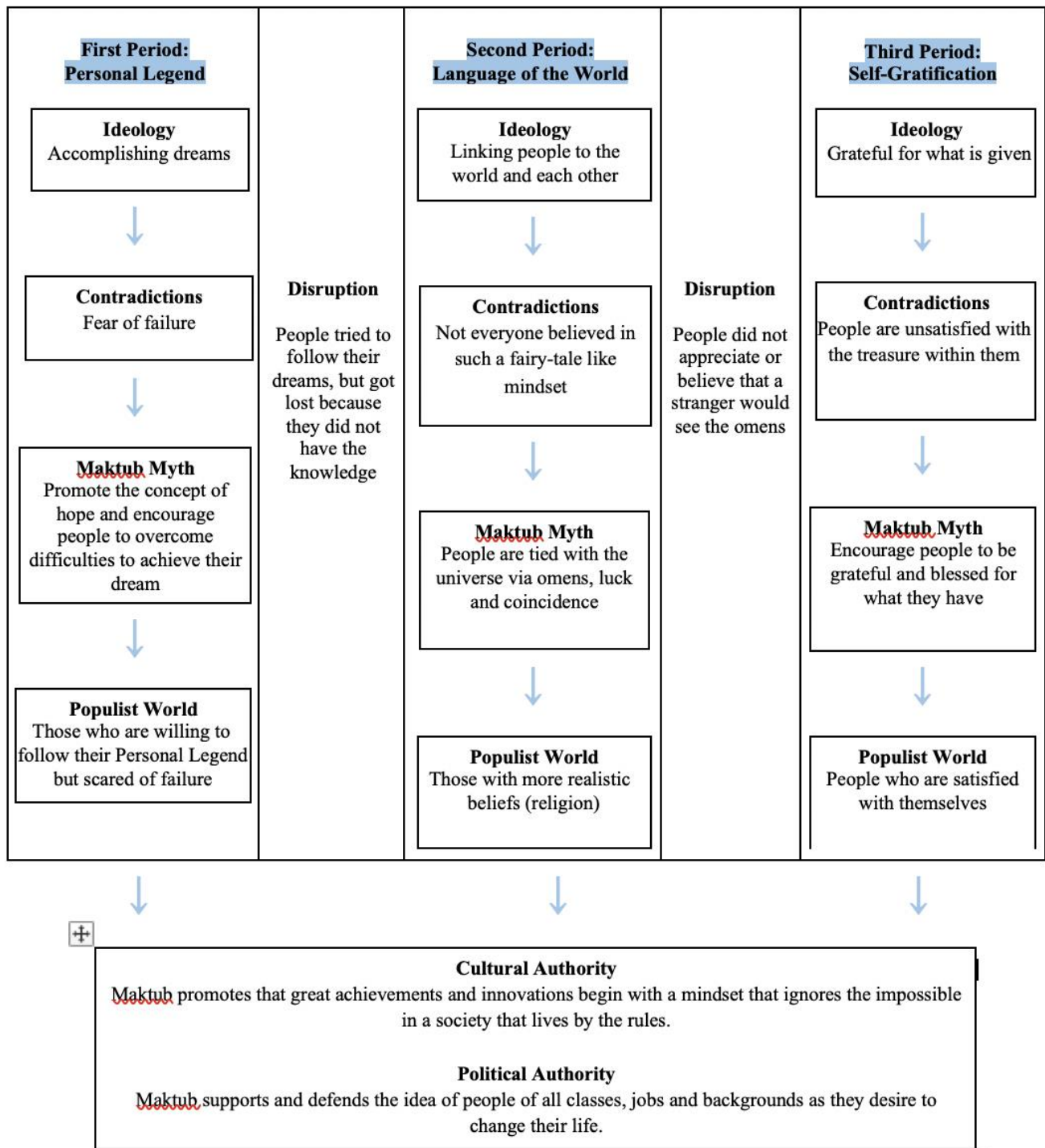
Consequently, when they arrive to the oasis the product and its positive effects will be spread in the neutral territory among women and children, who will go to the caravan to buy goods from the merchants. Here, Santiago will introduce the products to the oasis' society in order to motivate them to buy it.

As for the third period, from the Oasis to the Pyramids, in order to encourage people to be satisfied with what they have, the Alchemist promotes the cards by explaining how they help individuals to defeat the fear of failure, to understand the Language of the World and to appreciate what it has been given from God. The Alchemist narrates the story of the birds and how the Chieftains did not appreciate that Santiago saw the omens and became true, as for the first time, the Oasis is not a peaceful place. As a consequence of these stories, people would buy the deck of cards from Santiago and the Alchemist.

In addition, Santiago presents another story: when he arrives in the oasis, he is surprised by the unexpected greenery of the desert, the wind, and the stars at night. He introduces the idea of people having a lot of things to appreciate around them, yet they do not notice them.

Finally, in Andalusia, to promote the deck of cards and encourage the populist world to buy it, Santiago tells the story of his journey and the experiences he had in order to show people that when they pursue their dreams, they will face a lot of obstacles, but in the end they will be satisfied with the result, as Santiago also gained the ability to understand the Language of the World, and learned the concept of gratitude towards the things that he has achieved in his life.

5. The Myth Chart



6. PESTLE Analysis

6.1.1 Political

Paulo Coelho's "The Alchemist" does not dwell on political details. The only episodes within the book that deal with politics occur in the desert, where tribal wars are taking place and the only neutral territory is the oasis that none can invade because it is a safe place for civilians, including women and children.

6.1.2 Economical

Paulo Coelho does not give information about the economical situations both in Spain and North Africa; however, from what we can understand from the narration, individuals were neither poor nor rich, they have a middle income and a standard life.

6.1.3 Social

The foundations of society are the most grounded ways in opening path for the person to accomplish his/her dreams; each piece of society works to give strength and stability to its members. Society and culture are fundamental factors that determine the personal development; indeed, society acts as a stimulus or discouragement in achieving the Personal Legend, one's destiny.

An individual's life is dictated by the standards set by society, one is more prone to follow these norms because life becomes incredibly difficult if one attempts to lead any different path regarding life. For instance, in the book, Santiago is frequently asked (by the merchant's daughter and Fatma) how he is able to read when he is just a shepherd and why, after being educated, he chose to be nomadic cattle herder.

"I didn't know shepherds know how to read" [...]

"How did you learn to read?" the girl asked at one point.

"Like everybody learns," he said. "In school."

"Well, if you know how to read, why are you just a shepherd?" (pg. 5, 2009)

In this case, society sees "shepherds" as a lower-class job that only those that are not educated can consider. On the other hand, Santiago's parents represent the society's mentality; indeed, they wanted their son to become a priest because it is believed to be "a socially accepted job". However, Santiago prefers to do what he likes the most: to go after his dreams.

"But bakers are more important people than shepherds. Bakers have homes, while shepherds sleep out in the open. Parents would rather see their children marry bakers than shepherds" [...]
"In the long run, what people think about shepherds and bakers becomes more important for them than their own Personal Legends." (pg. 21-22, 2009)

A Personal Legend is characterized by the courage of undertake a journey in order to realize the full importance of one's role in connection to the universe.

Indeed, social norms and standards influence the protagonist, Santiago, during his journey. Firstly, Santiago's parents, and then the merchant's daughter, the crystal merchant and the baker affect the main character of the book with social expectations, fear of failure and desire for success.

By utilizing impossible to reach standards, similar to the tales that Santiago read in books, society has convinced individuals to accept that they will never be able to reach their dream. Moreover, social standards and expectations have taught people that financial stability is the highest priority, even more important than fulfilling one's life and following dreams. This ideology is mainly embodied by the crystal merchant that says, *"When I was young, all I wanted to do was put together enough money to start this shop. I thought that someday I would be rich and could go to Mecca. I began to make some money, but I could never bring myself to leave someone in charge of the shop; the crystals are delicate things."* (pg. 53, 2009)

"The Alchemist" community is not only described as a hopeless, dreamless and unsatisfied society, but also powerless. This is caused by the fact that individuals do not believe in themselves, rather they allow the fate to control their lives. As a consequence of this situation, society ignores the oneness of all things and cannot afford to understand and use the Language of the World.

6.1.4 Technological

It is not clear the period when the book is set; however, from the description, it seems set in the pre-modern time, before advanced technologies existed. Moreover, during the dialogue with the Englishman (pg. 79, 2009), the character reveals that books were written "many centuries ago". Therefore, due to the presence of books in "The Alchemist", we can imagine the journey took place after the creation of the printing press in 1440, but before the advent of modern technology.

6.1.5 Legal

Through its journey, Santiago goes from a world dominated by social norms and regulations to a more "anarchist" world controlled by individuals themselves, the power of nature and the oneness of all things.

Once the main character free himself from the standards imposed by society and decided to follow his Personal Legend, he enters a universe where only nature has the control. At the end, Santiago becomes part of the world, and this implies that when humans establish a strong relationship with nature, they have the power of controlling their destiny and all the elements around them.

Only those who are able to decide their own future can change their fate and not just passively follow what is "Maktub", written for them.

Moreover, "The Alchemist" does not deal with legal aspects. However, by reading between the lines, the audience can discover that the "Law of Attraction" is the only law that dominates the narration.

The Law of Attraction is defined by R. Sasson as the “magnetic power of the Universe that draws similar energies together. It manifests through the power of creation, everywhere and in many ways. This law attracts thoughts, ideas, people, situations and circumstances.” According to this law, all thoughts turn into things eventually. Therefore, if a person thinks about positive events, positive events will happen in his/her life. Thoughts attract corresponding situations and circumstances. The Law of Attraction dictates that whatever can be imagined and held in the mind’s eye is achievable if you take action on a plan to get to where you want to be. In fact, during the dialogue with the Englishman in the desert, the boy says, *“That’s the principle that governs all things. In alchemy, it’s called the Soul of the World. When you want something with all your heart, that’s when you are closest to the Soul of the World. It’s always a positive force.”* (pg. 75, 2009)

In “The Alchemist” context, people usually rely on the destiny and passively accept what it is written for them, just like the crystal merchant. In reality, they are the creators of their own future because individuals attract different circumstances through their own thoughts. People are not able to follow their Personal Legend because they think that dreams are not possible and because they do not take control of their own life. This concept is particularly emphasized by dialogue between the King of Salem Melchizedek and Santiago:

“What’s the world’s greatest lie?”

“It’s this: that at a certain point in our lives, we lose control of what’s happening to us, and our lives become controlled by fate. That’s the world’s greatest lie.” (pg.17, 2009)

It is once you have control of your own destiny that you can embark on the journey to find your inner-self, your Personal Legend, to become part of the world and to fulfill your life.

“Melchizedek verbalizes the spiritual system of the world which is very close to the theory of law of attraction where everything is interconnected to the Soul of the World which is a part of the Soul of the God.” (Ijellh, 2018).

However, in the book, the Law of Attraction is not always applied in a positive way.

For instance, when Santiago first arrived in Tangier, in North Africa, he does not feel comfortable about the place. He finds everything around negative; the Islamic culture, food, strangeness of place and so on. As a reflection of his negative feelings, he attracts a negative incident which robs him of all his possessions.

Referring to the “mysterious force” that leads individuals to convince themselves that they will not achieve their dreams, the King of Salem says, *“It is a force that appears to be negative, but actually shows you how to realize your destiny. It prepares your spirit and your will, because there is one great truth on this planet: whoever you are, or whatever it is that you do, when you really want something, it’s because the desire originated in the soul of the universe. It’s your mission on earth.”* (pg. 21, 2009)

“Every blessing ignored becomes a curse.” (pg. 55, 2009)

This makes the audience understand how the Law of Attraction works. Every time the Universe reserves good things for you, you should appreciate what it is given to you. It is important to be satisfied with whatever we receive, because ignoring a blessing means to be ungrateful, which leads to negative consequences.

6.1.6 Environmental

In “The Alchemist”, the universe is described to have a Soul that connects all the elements. Indeed, it is through a journey conducted closely to nature that the Santiago’s self-realization was possible. Therefore, nature has all the answers to make our dreams achievable.

It is from nature that the protagonist learns how to understand the world in order to achieve his dreams, because *“When you really want something to happen, the whole universe conspires in helping you to achieve it.”* (pg., 21, 2009)

In fact, as Santiago states, he learns life lessons by watching nature such as his sheep and the desert, not by reading books.

According to P. H. Makwana, the book deals with different environmental perspectives: man always existed within some natural environment, man is always in search of his true self or identity, nature helps man to find his true self and foretells things to happen.

Moreover, “It is believed and seen in history that nature is the manifestation of God and He communicates to people through signs and symbols. Coelho uses this aspect through the concept of omens that convey to the boy about things to happen.”

“In order to find the treasure, you will have to follow the omens. God has prepared a path for everyone to follow. You just have to read the omens that He left for you.” (pg. 28, 2009)” (P. H. Makwana, 2016).

Furthermore, nature has its own language, called “Language of the World” that Santiago learns by establishing a strong relationship with nature. It is in the desert, when the protagonist, through the “Language of the World” communicates with the sand, the sun, the wind and finally with God (the Soul of the World), that he finally becomes part of the world.

“There must be a language that doesn't depend on words, the boy thought. I've already had that experience with my sheep, and now it's happening with people. He was learning a lot of new things. Some of them were things that he had already experienced, and weren't really new, but that he had never perceived before. And he hadn't perceived them because he had become accustomed to them. He realized: If I can learn to understand this language without words, I can learn to understand the world.” (pg. 41, 2009)

It is through nature that humans find their identity, they understand the world around them and the oneness of all things. Nature connects people through a universal language that goes beyond words. The universal language accompanies humans throughout their life; however, not everybody can afford to understand it. It is only by going back to nature and create a relationship with it by listening, watching and communicating with it, that humans are able to understand the Language of the World, and therefore, become part of the universe.

7. First Period: Personal Legend

7.1 Myth Treatment

7.1.1 Personal Legend: Ideology

Human beings are created with a unique identity characterized by values and capabilities, and according to their inimitable characteristics, people have a Personal Legend, that only they themselves can achieve by believing in their dreams and in their capabilities without being stopped by the fear of failing.

The ideology presented in the first period is that everyone who is able to love himself/herself and believe in his/her dreams, will afford to follow his/her unique Personal Legend because everything is possible if you really want it.

In particular, this ideology is rooted in human beings when they are children, a time when “everything is clear and everything is possible”, they know what they really want, and they would fight against their doubts and fears to achieve their dreams.

This ideology is particularly emphasized by the King of Salem, when explains Santiago the meaning of a Personal Legend.

“Everyone, when they are young, knows what their destiny is. At that point in their lives, everything is clear, and everything is possible. They are not afraid to dream, and to yearn for everything they would like to see happen to them in their lives.” (pg. 20-21, 2017)

7.1.2 Personal Legend: Contradictions

In opposition to the ideology, people never truly believe in following their dreams and their Personal Legend because they are too impossible to become reality.

As a consequence of the conviction that individuals are not able to reach their Personal Legend, the fear of failure has developed as a societal contradiction to the ideology. This fear is enhanced by the layers of social prejudice that people accumulate during the years.

For example, the fear of failure has been taught during Santiago’s childhood by his parents, and his parents learned this lesson from their parents, and so on. Therefore, this idea is rooted in the mentality of the society, which is hopeless and guided by the fate and norms, expectations and standards imposed by society.

This idea that unites individuals of society leads the protagonist to doubt himself throughout his journey to follow his Personal Legend.

Santiago first hears about Personal Legends from the King of Salem, Melchizedek, who says: *“It's what you have always wanted to accomplish. [...] But, as time passes, a mysterious force begins to convince them that it will be impossible for them to realize their destiny... It's a force that appears to be negative, but actually shows you how to realize your destiny. It prepares your spirit and you will, because there is one great truth on this planet: whoever you are, or whatever it is that you do, when you really want something, it's because that desire originated in the soul of the universe. It's your mission on earth.” (pg. 20-21, 2017)*

These contradictions lead individuals to conduct a life in misery, anxiety, emptiness and un-fulfillment.

This idea leads Santiago to lie to himself and all those around him by telling the crystal merchant that he was leaving (the crystal shop) because he finally had enough money to buy sheep. As he hears these words, the crystal merchant says, “[...] *But you know that I am not going to go to Mecca. Just as you know that you are not going to buy your sheep.*” The boy asks him who had told him that, and the dialogue concludes with the crystal merchant saying “*Maktub.*” (pg. 58, 2017)

The fear of failing when fighting to achieve dreams accompanies “The Alchemist’s community throughout the story. These contradictions lead society to be scared and to have anxieties regarding dreams, and this is why many individuals that we met during Santiago’s journey will never embark on their expedition to complete their Personal Legend. Rather than suffering in case of failure, the crystal merchant and the baker prefer to bury their dreams and keep living following their fate, because they think that maybe it is not what God reserved for them.

7.1.3 Personal Legend: Maktub Myth

Maktub means that we must not let the obstacles and most importantly, the fear of failure, to get in the way of our own pursuit of our Personal Legend. For it is written, and what is meant to be, will be, some things are just meant to be.

“The Alchemist” describes a dreamless society that rather than encountering difficulties, it prefers giving up on their Personal Legend. At the edge of the society, there is a populist world filled up by individuals that are willing to change this situation and to achieve their Personal Legend; however, society and the fears imposed by it make it hard for those dreamers to realize their destiny.

Of course, our target audience needs someone or something to motivate guide them whenever they feel lost or they want to give up due to the difficulties they are facing.

Therefore, with our myth, in this first period, we target this small group of people that differentiate itself from the rest of society and aims to encourage individuals to take risks and create their own destiny despite the difficulties that they may encounter in their path.

“A seed for an orange tree will never turn out to have become a lemon tree once it is fully grown. If I try to turn my orange seed into a lemon tree, I will be very much frustrated because it will never work, my fruit will always have an orange color instead of yellow. So, I have to move towards my personal destiny, always, not towards a different destiny which doesn’t fit with my identity and my inner nature. And I should try everything to make my seed grow, to reach my full potential, whole my life should be aimed at moving in that direction, towards my destiny. And I can know which direction that should be by listening to my heart. Very often it is not possible for people to completely realize their dreams. Very often the seed is planted in bad ground, with not enough water, or with not enough space to grow. Then the orange tree doesn’t reach its full potential. But in fact, it is still possible to be completely happy with your life, although you are very far away from your dreams. What matters most is that you are moving in the right direction, towards your personal treasure, your destiny. It doesn’t matter if the road is very long and difficult and if you don’t know if you will ever reach your treasure. What matters is that you know what you are looking for and which way you should go to move in that

direction. You should never give up because you think it's too difficult, and then start to move into a different direction, away from your destiny." (*Levinas and Multicultural Society*, 2019)

Our aim is to make them accept and overcome failures and never give up. Failing is part of the process and it is a natural risk that appears when individuals are fighting for something they really want.

"When we first begin fighting for our dreams, we have no experience and make many mistakes. The secret of life, though, is to fall seven times and get up eight times." (pg. ix, 2009)

They can be a motivation that pushes them even more in following their Personal Legend; these obstacles will lead to positive results.

We want these individuals to go against the norms and ideas disseminated in the society, and fight for what they want to achieve in their life, just like Santiago did by leaving his passion of traveling with his sheep and going to Africa in order to find his "treasure".

Santiago is the example of people who never relied on fate like the rest did; instead, he always wanted to follow what he liked the most and what his heart said, no matter what society thought about his profession and his passion. He has always been willing to take the risk; however, he was not able to understand his Personal Legend until the gypsy interpreted his dream.

Throughout the experience, he is pushed by different people, starting from the King of Salem, who introduces the concept of the deck of cards in order to help people to motivate and encourage them to follow their Personal Legend through different inspirational quotations.

To promote these cards and to ensure that Santiago, as all the other dreamers, did not give up during the journey, Malchizedek created a print advertising that was hung in the main places in Andalusia, as a reminder of not giving up and not let fear control dreamers' lives.

7.1.4 Personal Legend: Populist World

The populist world for the first period is mainly made up by individuals who seek to achieve their dreams but cannot. For instance, Santiago, who as soon as he was encouraged by the King of Salem and the gypsy, he starts his journey to realize his Personal Legend. We want to exclude those who do not have any intentions to follow their dreams; indeed, our target audience includes those that are willing to pursue what they want and ready to take risks, but at the same time are scared of failing. Therefore, through our product, we want to make individuals believe that they can defeat all the obstacles if they really want to achieve their dreams.

7.2 Personal Legend: Creative Strategy

7.2.1 Co-authors

Initially, the co-author of this myth is the King of Salem in Andalusia, because he introduces the concept of Personal Legend to Santiago and to all the dreamers he met. As explained in [the product paragraph](#) above in the promotion section, when the protagonist reaches Tangier, he becomes the co-author of the myth and encourages the crystal merchant and everyone he meets during the journey to Tangier to follow his dreams.

7.2.2 Symbolism

- Personal Legend: it represents one's destiny.
- Thieves: they represent everyone who tries to find a shortcut to his or her Personal Legend; the journey is necessary, according to *The Alchemist*.
- Crystal merchant: who never follow his dreams due to the fear of failing.
- Crystal glassware: fragility of the human being. They tend to be weak and give up on their destiny because it is not as simple as abandon themselves to the fate.
- Santiago: who embarks on the journey toward the Personal Legend.
- Baker: where safe decisions can lead an individual

7.2.3 Setting

The setting where the first period takes place is Andalusia, when Santiago meets the gypsy and Melchizedek who encourage him to embark on the journey towards his Personal Legend.

The first period is extended to Tangier, in particular in the crystal shop, when Santiago becomes the co-author of the myth and tries to push the crystal merchant to follow his dream of going to Mecca.

7.2.4 Characters

The characters in the first periods are: Santiago, the gypsy, Melchizedek, the baker, the crystal merchant and the thieves.

7.2.5 Quotations

The quotations that will be promoted in the deck of cards during the first period do not follow a specific sequence; rather, the member of our populist world will randomly read a quotation every day in order to be motivated to achieve his/her goals. They do not tell a cohesive story, but they address the theme of the dreams and the Personal Legend in order to encourage people to embark on their journey towards their destinies.

The quotations selected are as follow:

- "Making a decision was only the beginning of things. When someone makes a decision, he is really diving into a strong current that will carry him to places he had never dreamed of when he first made the decision." (*pg. 65, 2009*)
- "Tell your heart that the fear of suffering is worse than the suffering itself. And that no heart has ever suffered when it goes in search of its dreams, because every second of the search is a second's encounter with God and with eternity." (*pg. 124, 2009*)
- "It's the possibility of having a dream come true that makes life interesting." (*pg. 10, 2009*)
- "People are capable, at any time in their lives, of doing what they dream of." (*pg. 21, 2009*)
- "It's what you have always wanted to accomplish. Everyone, when they are young, knows what their destiny is. At that point in their lives, everything is clear, and everything is possible. They are not afraid to dream, and to yearn for everything they would like to see happen to them in their lives. (*pg. 20, 2009*)

- "When we first begin fighting for our dreams, we have no experience and make many mistakes. The secret of life, though, is to fall seven times and get up eight times." (pg. ix, 2009)
- "When you want something, all the universe conspires in helping you to achieve it." (pg. 38, 2009)
- "At a certain point in our lives, we lose control of what's happening to us, and our lives become controlled by fate. That's the world's greatest lie." (pg. 17, 2009)

7.3 Personal Legend: Disruption

Following the Personal Legend implies facing difficulties, and one of the obstacles that people encountered was not understanding the Language of the World, including the omens and the signs that were given to the dreamers in order to achieve their destiny.

People started having faith and taking risks towards their Personal Legend, yet they were on the edge of failing due to their inability of considering the Language of the World.

For example, by following his Personal Legend, Santiago opens all the doors of his inner self, but in order to fulfill his life and to reach his "treasure", he had to learn how to recognize the omens and how to communicate with nature.

8. Second Period: Language of the World

8.1 Myth Treatment

8.1.1 Language of the World: Ideology

This era talks about omens, luck and coincidences. During this period, we focus on the fact that the Language of the World as one, the way everyone and everything communicates because there are no differences. This era in the book begins when Santiago explains to the Englishman about the Language of the World and he responds by degrading the idea of it, the Englishman finds it uninteresting in trying to listen to the wind at the desert or finding omens. This part ends with a disagreement between Santiago and the Englishman. Santiago continues to focus on looking for omens, he falls in love with nature and analysis all the signs it gives him. Santiago also continues to try to get in touch with different natural elements including the sun, the wind, and the desert.

"Everyone has his or her own way of learning things," he said to himself. "[The Englishman's] way isn't the same as mine, nor mine as his. But we're both in search of our Personal Legends, and I respect him for that." (pg.43)

The book also discusses the intensity of the relationship Santiago had when he was in the desert with the nature:

"You don't even have to understand the desert: all you have to do is contemplate a simple grain of sand, and you will see in it all the marvels of creation...Listen to your heart. It knows all things, because it came from the Soul of the World..." (pg. 67)

The theme of the Language of the World also comes up with the relationship Santiago and Fatima had due to the instant understanding they had to one another despite their differences: *“It was the pure Language of the World...What the boy felt at that moment was that he was in the presence of the only woman in his life, and that, with no need for words, she recognized the same thing.”* (pg. 48)

This era discusses humanity and the natural world more than hopes and dreams. Santiago had a strong belief that the universe was speaking to him through signs, this shows that he was committed to the idea that the natural world is a bunch of signs put there by God.

8.1.2 Language of the World: Contradiction

Not everyone believes in such a fairy-tale like mindset. This contradiction comes up with the issue of the Englishman. The Englishman is an important character because he spends a long time in a university trying to find the “one true language of the universe” which tells us that he is an educated man. The Englishman studied Esperanto which is an international language and religion of the world at the time. This character represents an entire population of educated people who did not believe in the Language of the World.

Santiago discusses the Language of the World with the Englishman and he responds with disagreement; the Englishman finds it uninteresting in trying to listen to the wind at the desert or finding omens as he is a man of education and religion. When the Englishman discusses the shepherds who recognized a king, he means the “king of kings,” Jesus Christ. According to the New Testament, Mary gave birth to Jesus in a stable, where shepherds who had been brought by a star that shone directly overhead discovered the Son of God which shows us that the Englishman was religious which explains his disagreement with Santiago about coincidences and luck.

Both Santiago and the Englishman believes in omens and are both on a quest for the the “one true language of the universe.” However, as mentioned earlier, they do not agree on what that is. The author gives us clues that the Englishman does not reach his goal because he is unfocused and his Personal Legend is vague.

During the caravan episode, the Englishman tells Santiago that “there's no such thing as coincidence.” During his journey across the desert, Santiago is filled with thoughts about what he is learning; “universal language that deals with the past and the present of all people.”

8.1.3 Language of the World: Maktub Myth

People are tied with the universe via omens, luck and coincidence. Maktub’s deck cards will focus on the idea of using energy and signs for decision making by including quotes that remind its audience to look around them for signs from the universe. Maktub will also emphasize the idea of the fact that everything in nature is just signs given by God to guide to a life that we are comfortable with. Our compelling benefit is the idea that during the Personal Legend era, people were not properly guided into how they could achieve their dreams despite the fact that the idea of accomplishing your dream and the concept of hope were pushed.

We realized that there is something beyond encouraging people to overcome difficulties, they need a sign of success. Language of the World tells you to look for these signs around you, in the wind, suns and stars, in luck, omens and coincidences.

8.1.4 Language of the World: Populist World

The populist world that the Language of the World got inspired from are those with more realistic beliefs (science and religion). People who were very practical and base their lives on facts were not convinced that the universe is filled with signs, they did not believe in luck or coincidences unless it was based on science. In particular, these are most of the members of “The Alchemist”’s society; for example, Santiago’s parents, the merchant’s daughter, etc.

The Maktub cards is there to get these people to sit back and watch all the signs given to them by God via nature and the universe. It is meant to inspire them to have more hope than over-analyze things because of a book they read or scientists that preaches. The Language of the World is one that tells people that everything and everyone on earth is tied together, the movement of the wind could be a sign for something in each and every person's life.

8.2 Language of the World: Creative Strategy

8.2.1 Co-Authors

The co-authors of this myth are the Englishman and Santiago, they start off with the discussion about their quest of looking for the one language that connects everyone, but they then disagree about the form of the Language of the World that they both have. Santiago focuses on the more spiritual aspect of it, the omens, the luck, the coincidences and the connection to nature.

8.2.2 Symbolism

The Language of the World represents a unity of a language that all humans can be connected by and it is pulled together via the sun, wind and the universe. As explained in the product section, the deck of cards represents the easiness of trying to understand those omens and cling their hope on signs given to them by God through nature.

The Englishman represents citizens of the society that do not believe in such unrealistic things and prefer books and scientific facts to explain their life.

8.2.3 Setting

The Language of the World takes place mostly in the desert. Santiago has a hard time when he reaches the desert and becomes subject to hard trials. The desert is a symbol of Santiago’s failures and how he must endure them while on his quest.

8.2.4 Characters

- Santiago - the main character of The Alchemist who is determined Personal Legend.

- Englishman - a well-educated on a quest throughout the book to learn alchemy.
- Fatima - a "desert woman" who lives at the Al-Fayoum Oasis that Santiago falls in love with, he claimed to understand her (despite their differences) because of the Language of the World.
- Caravan Leader - the leader of the caravan traveling through the Sahara Desert from Tangier to Egypt.

8.2.5 Language of the World: Quotations

The quotations used during this period do not follow a specific order; they are randomly selected by the buyers of the deck of cards.

- “You came so that you could learn about your dreams,” said the old woman. “And dreams are the language of God. When he speaks in our language, I can interpret what he has said. But if he speaks in the language of the soul, it is only you who can understand.”
- “He learned the most important part of the language that all the world spoke. The language that everyone on earth was capable of understanding in their hearts. It was love. Something older than humanity, more ancient than the desert. Something that exerts the same force whenever two pairs of eyes met, as had theirs here at the well. She smiled, and that was certainly an omen.”
- “In order to find the treasure, you will have to follow the omens. God has prepared a path for everyone to follow. You just have to read the omens that he left for you.”
- “Never stop dreaming,” “Follow the omens.”
- “Because there is a force that wants you to realize your destiny; it whets your appetite with a taste of success.”
- “He had been told by his parents and grandparents that he must fall in love and really get to know a person before becoming committed. But maybe people who felt that way had never learned the universal language. Because, when you know that language, it's easy to understand that someone in the world awaits you, whether it's in the middle of the desert or in some great city.”

8.3 Language of the World: Disruption

People did not appreciate or believe that a stranger would see omens. The concept seemed foreign to a lot of people at the time and they found Santiago's concept of the Language of the World unreasonable.

Therefore, Maktub shifted their focus on the next period to a simpler ideology which focuses on what is already present and to simply just be grateful for it.

9. Third Period: Self-Gratification

9.1 Myth Treatment

9.1.1 Self-Gratification: Ideology

People at all times want more than it is given to them, and always want something new, but sometimes the most significant and valuable things are what have been with them. Just because something isn't happening right now does not mean that it never will, and happiness will never come to those who fail to attribute what they have.

As a consequence, to the first and second period where individuals embarked on a journey towards their Personal Legend that helped them to better understand the Language of the World and to become part of the world, individuals should be satisfied with what they achieved.

"The simple things are also the most extraordinary things, and only the wise can see them" (pg. 14, 2009)

Sometimes we should express our gratitude for the small and simple things like the scent of the rain, the sand or wind of the desert, or the sound of a loved one's voice. For example, when Santiago was satisfied enough for having Fatima and did not want anything else, he thought she was the treasure he is searching for.

"So, I love you because the entire universe conspired to help me find you." (pg. 98, 25 Anniversary Edition)

Or, when he got irritated and tired of the jacket's weight, he used to hold everywhere he goes, but then remembered the cold and appreciated it.

"The heat lasted until nightfall, and all that time he had to carry his jacket. But when he thought to complain about the weight, he remembered that, because he had the jacket, he had withstood the cold of dawn. We have to be prepared for change, he thought, and he was grateful for the jacket's weight and warmth." (pg. 17, 25th Anniversary Edition)

9.1.2 Self-Gratification: Contradictions

Unfortunately, in "The Alchemist" people are unsatisfied with the treasure within them. They always seek more; success always motivates a person. People keep on comparing their achievements to others which leads to anxiety, depression, and fear of the future.

"The Crystal merchant awoke with the day and felt the same anxiety that he felt every morning. He had been the same place for thirty years: a shop at the top of a hilly street where few customers passed." (pg. 42, 25th Anniversary Edition)

That is why humans are always in a race to get more and more. They never get satisfied and always hungry to get more and different.

"He had only allowed his sheep to set the route for a while, and he would discover other interesting things. The problem is that they don't even realize that they're walking a new road every day. They don't see that the fields are new, and the seasons change. All they think about is food and water. Maybe we're all that way, the boy mused. Even me---I haven't thought of other women since I met merchant's daughter" (pg. 13, 25th Anniversary Edition)

Santiago believes that his sheep do not welcome all the magnificent grounds that Santiago finds during his journey. Additionally, in an upsetting picture, he envisions that his sheep are so indiscriminately believing that he could kill them individually without them noticing. These sheep symbolize some characters in the book, such as the baker and crystal merchant who are not happy with what they have. Like the sheep, these characters satisfied themselves with their material needs and social acknowledgment. Hence, they lose the power to value certain parts of creation and have the tendency to ignore various opportunities because of their narrow mindsets.

Another example is when Santiago sees the birds and takes it as a sign of war for the Oasis, the tribal chieftains do not appreciate and believe that a stranger could see the omens and asks why would Desert give the omens to a stranger and not the men of the Desert.

"Who is this stranger who speaks of omens?" Asked one of the chieftains, eyeing the boy.

"It is I," the boy answered. And he told what he had seen.

Why would the desert reveal such things to a stranger, when it knows that we have been here for generations?" said another of the chieftains.

"Because my eyes are not yet accustomed to the desert," the boy said. "I can see things that eyes habituated to the desert might not see."

"The oasis is a neutral ground. No one attacks an oasis," said a third chieftain.

"I can only tell you what I saw. If you don't want to believe me, you don't have to do anything about it" (pg. 109, 25th Anniversary's Edition)

9.1.3 Self-Gratification: Myth

People need to focus on the appreciation of life and how to value what they have, so we decided to present the idea of self-gratification, because people should not look for other's treasure and compare it to theirs.

"Everyone seems to have a clear idea of how other people should lead their lives, but none about his or her own." (pg. 15, 25th Anniversary Edition)

We want to encourage people to be grateful and blessed for what they have, even if it is the simplest thing in life, it could be the sunset, their achievements, and having their loved ones next to them. People don't usually value these things, but instead crave more and more.

"And, in that mood, he was grateful to be in love. When you are in love, things make even more sense, he thought." (pg.102-103 , 25th Anniversary Edition)

"And she already has her treasure: it's you."

The deck of cards will focus on how to be happy, how to nourish your life, and be satisfied with your achievements or what is given to you. People think that they need to have a lot of money or pursue their dreams to the fullest to be satisfied, but at times, their dreams are being achieved without them noticing, without them having gratitude and happiness for it.

"When you possess great treasures within you and try to tell others of them, seldom are you believed." (pg. 134, 25th Anniversary Edition)

Everything is written for you in the books "Maktub" you do not need to rush and have the anxiety of fearing future, you need to focus on the present and what God has given you.

"And, as the camel driver had said, to die tomorrow was no worse than dying on any other day. Every day was there to be lived or to mark one's departure from this world. Everything depended on one word: "Maktub." (pg. 112, 25th Anniversary Edition)

9.1.4 Self-Gratification: Populist World

Through the Maktub Campaign, we want to target the people who are satisfied with themselves, people who understand our culture and understand what the brand is trying to say to them. Our campaign is a self-help, and improvement, we need those people who believe in us, and believe in what we want them to achieve.

For instance, the Alchemist sees the mind-blowing satisfaction of the tourists, who have gratitude for the unexpected greenery of the desert spring.

"Maybe God created the desert so that man could appreciate the date palms," he thinks. (pg. 89, 25th anniversary)

Those people who appreciate what they have, have a meaning in life, they know what their Personal Legend is, and they know the Language of the World, they appreciate the small things that God created to satisfy them. An example from the book are Santiago and King of Salem. Another example is when the Crystal Merchant at the end was blessed and did not want anything more. He believes that every blessing ignored becomes a curse, so he was always happy with what he had and never refused a blessing.

9.2 Self-Gratification: Creative Strategy

9.2.1 Co-Authors

As a co-Author, Santiago and the Alchemist will promote the third period, as they appreciate what is given to them, and want to make people happy and satisfied with what they have, they will promote our brand in the oasis, desert and Andalusia because people there do not appreciate the simplest things, like a green desert, or omens.

Santiago, in the oasis, will focus on the simple things the desert has to offer, and Alchemist will focus on telling the story of the birds and chieftains.

However, in Andalusia, Santiago will focus on telling the people about his journey.

9.2.2 Symbolism

- Sheep: Represent the Crystal merchant & the Baker.
- Maktub: It's Written in the books by God.
- Oasis: Village in Desert of Egypt.
- Birds: War.
- Chieftains: Leaders of the Oasis.
- Alchemist: Man, who turns any metal into gold.
- Language of the World: Omens, Luck (oneness of all things).
- Personal Legend: One's destiny or dream.
- Crystal Merchant: Represents the people who have anxiety because they let fate control them.

9.2.3 Setting

The setting takes place in the Oasis, when Santiago saw the birds, and extends to Andalusia, when he came back from the pyramids and found his treasure.

9.2.4 Characters

Santiago, Alchemist, Fatima, Chieftains, and the Camel Driver.

9.2.5 Quotations

As for the other periods, the quotations do not follow a specific order; it is up to the individual who buys the deck the order of the cards.

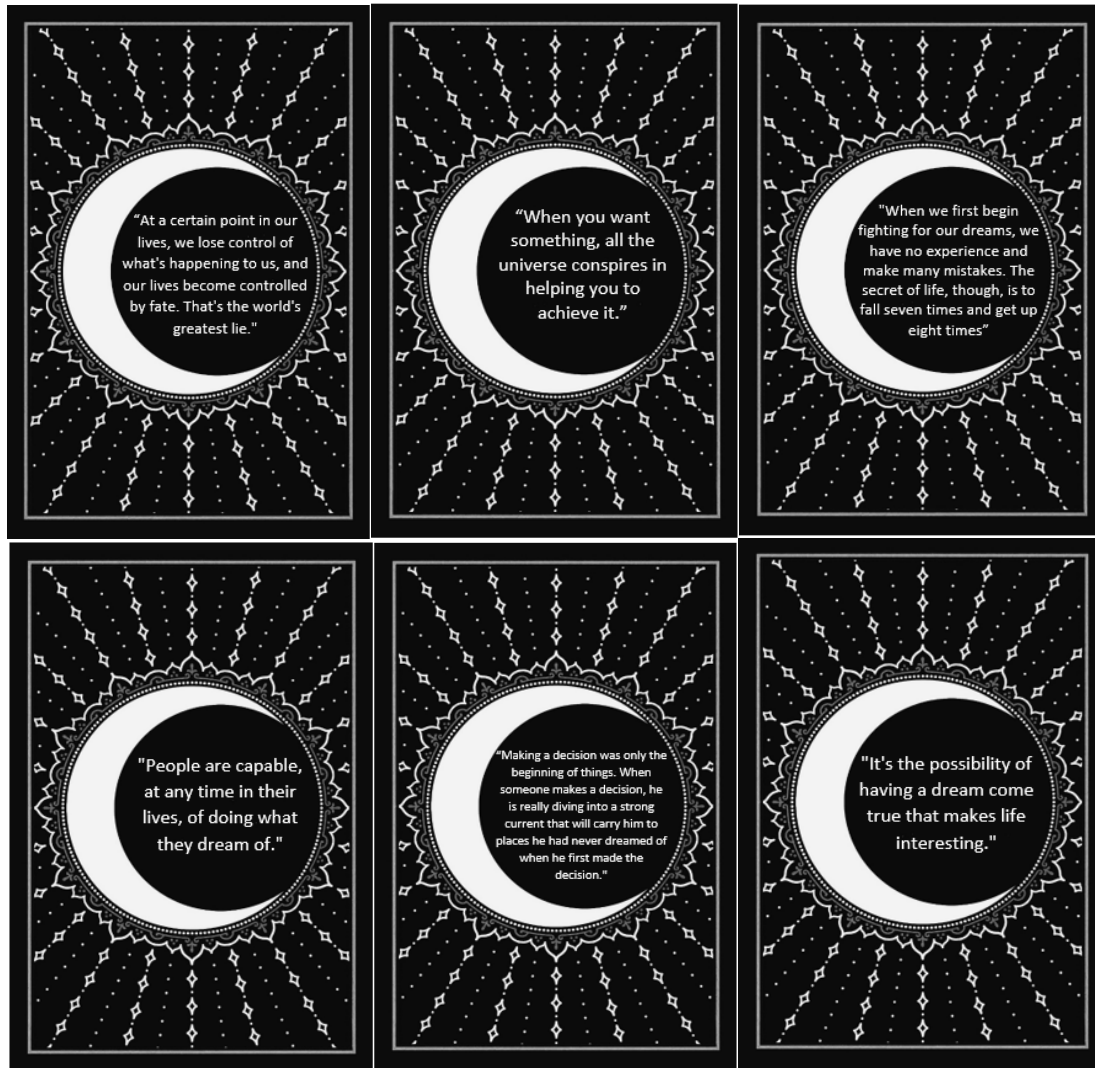
- "Maybe God created the desert so that man could appreciate the date palms," (pg. 89, 25th Anniversary Edition)
- "When you possess great treasures within you and try to tell others of them, seldom are you believed."(pg. 15, 25th Anniversary Edition)
- "The simple things are also the most extraordinary things, and only the wise can see them"(pg. 14, 2009)
- "So, I love you because the entire universe conspired to help me find you."(pg. 98, 25th Anniversary Edition)
- "The heat lasted until nightfall, and all that time he had to carry his jacket. But when he thought to complain about the weight, he remembered that, because he had the jacket, he had withstood the cold of dawn. We have to be prepared for change, he thought, and he was grateful for the jacket's weight and warmth."(pg. 17, 25th Anniversary Edition)
- "As he was about to climb yet another dune, his heart whispered, 'Be aware of the place where you are brought to tears. That's where I am, and that's where your treasure is.'"(pg. 152, 25th Anniversary Edition)
- "And, as the camel driver had said, to die tomorrow was no worse than dying on any other day. Every day was there to be lived or to mark one's departure from this world. Everything depended on one word: "Maktub."(pg. 112, 25th Anniversary Edition)

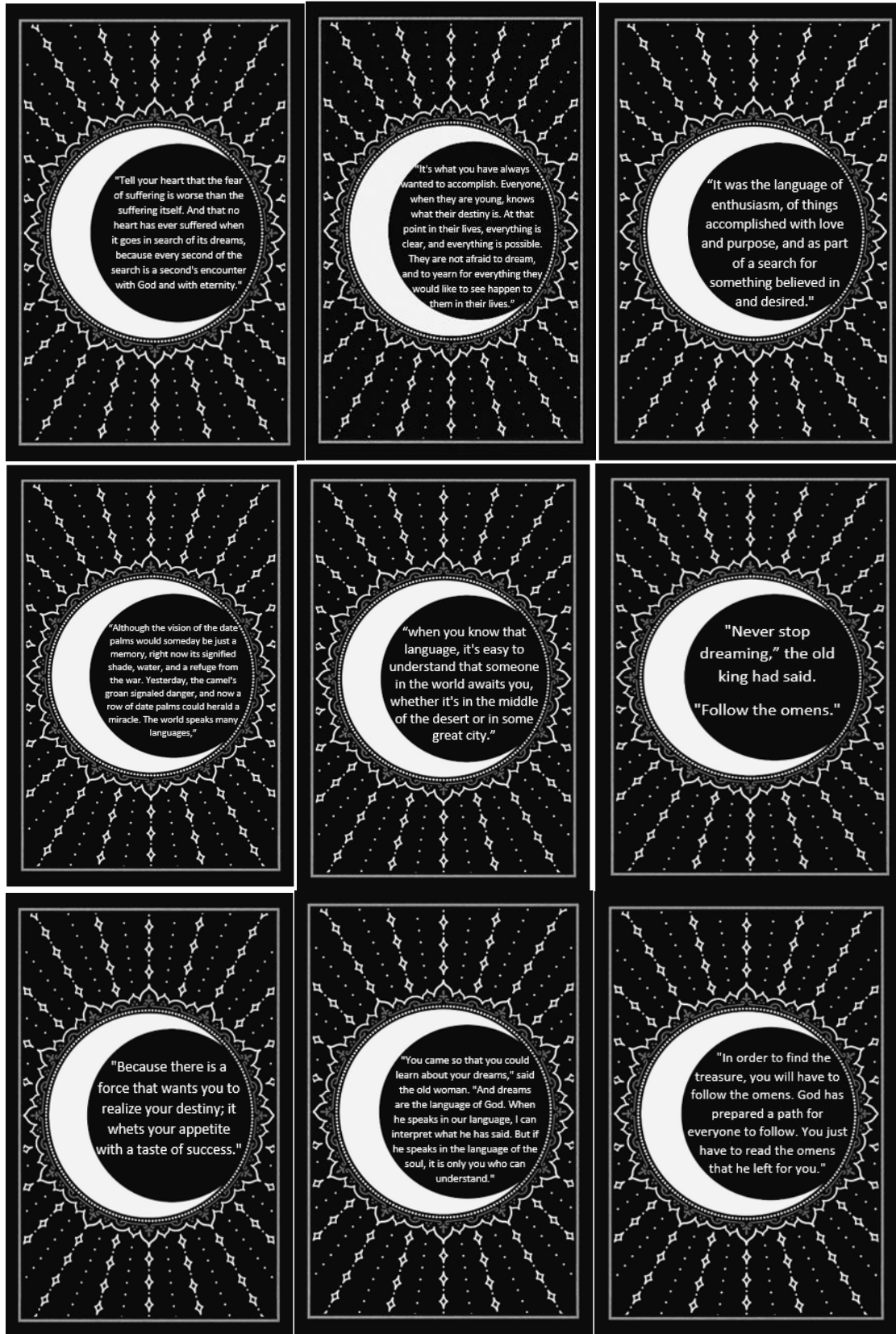
"At that moment it seemed to him that time stood still, and the soul of the world surged within him. When he looked into her dark eyes and saw that her lips were poised between a laugh and silence, he learned the most important part of the language that all the world spoke. The language that everyone on earth was capable of understanding in their heart. It was love. Something older than humanity, more ancient than the desert. Something that exerted the same force whenever two pairs of eyes met, as had theirs here at the well. She smiled, and that was certainly an omen. The omen he had been awaiting without even knowing he was for all his life. The omen he sought to find in his sheep and in his books. In the crystals and in the silence of the desert... It was the pure language of the world. It required no explanation, just as the universe needs none as it travels through endless time. What the boy felt at that moment was that he was in the presence of the only woman in his life. And that, with no need for words she recognized the same thing. He was more certain of it, than of anything in the world. He had been told by his parents and grandparents that he must fall in love and really know a person before becoming committed. But maybe people who felt that way never learned the universal language. Because when you know that language, it's easy to understand that someone in the world awaits you. Whether it's in the middle of the desert or in some great city. And when two such people encounter each other, and their eyes meet, the past and the future become unimportant. There is only that moment, and the incredible certainty that everything under the sun has been written by one hand only. It is the hand that evokes love and makes a twin soul for every person in the world. Without such love, one's dreams would have no meaning.

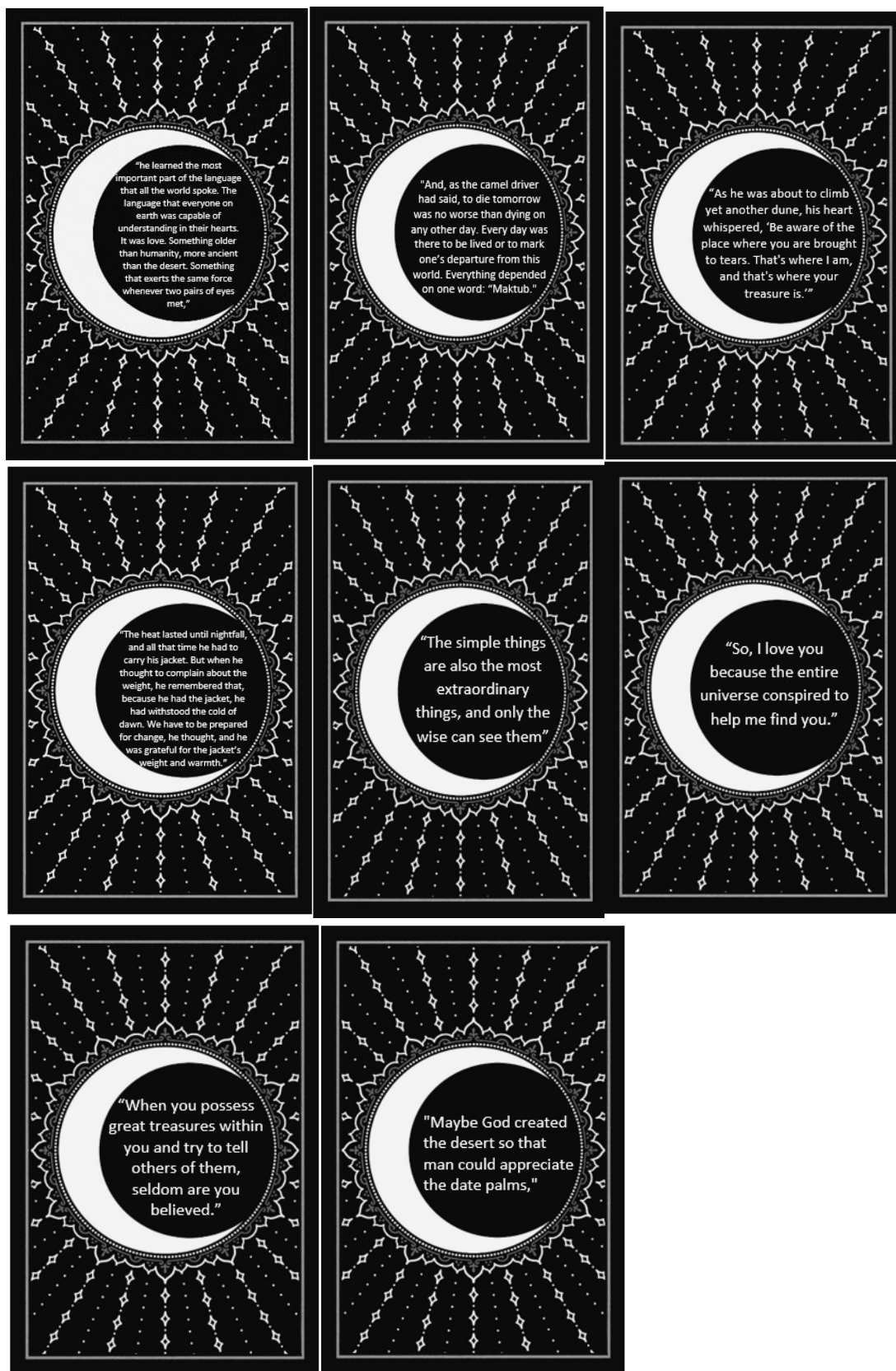
Maktub."

10. Appendix

Appendix 1. Deck of Cards.







Appendix 2 – Credits

Gaia Teresa Cianci

Ulla Al-Jabri

Reem Kayali

Executive Summary		✓	
Introduction		✓	
Maktub Campaign Equities	✓		
The Concept of Maktub		✓	
Our Mission	✓		
Our Target Audience	✓		
Populist World	✓		
Product Description			✓
Promotion of the Product	✓		✓
Logo			✓
The Myth Chart	✓	✓	✓
PESTLE Analysis	✓		
First Period	✓		
Second Period		✓	
Third Period			✓
Graphic Design of the Product and its Promotion			✓

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