

Destination Destiny Campaign

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Assignment:

Based on the axioms and strategic principles of cultural branding as espoused by Douglas B. Holt in *“How Brands Become Icons—Principles of Cultural Branding”* (2004), promote an identity brand of your choice, across **three** periods in *The Alchemist* by Paulo Coelho (1988) to identified target markets. Prepare and submit a Plans Book and a PowerPoint presentation.

This assignment's idea was taken from the Alchemist book to create a map called Destination Destiny "DD". Destination Destiny is a map that went from one area to another, it has led many people to understand their purpose in life, heart's desire, Personal Legend and Soul of the World. Assisting individuals with different purposes is DD's main goal.

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Executive Summary:

For this campaign we have invented an identity brand named, Destination Destiny, in which distinctive maps are offered to assist individuals on their personal journey. Myth characters and co-authors will be used to identify our target audience within the world of “*The Alchemist*” (1988) across three different eras.

The brand name was inspired due to its three main functions. Firstly, it is intended to help individuals reach their destiny through the map’s guidance, whether through symbols, products or philosophers. Secondly, to make people feel that their destination is not as far as they think, because with Destination Destiny they can feel closer to their heart’s desire, as they are one with the soul of the earth. Thirdly, to address economic or psychological restraints that prevent the expansion of societal mindset. We focused on choosing a name that was easy to recall and that can be understood by the masses. Destination Destiny identifies its purpose as a brand, simply through the name and the abbreviation, DD.

The three eras applied numerous cultural and economic influences that were typically displayed within the novel. The first era, motivates those who lose hope in life; those who believe that it is too late to fulfil their personal legend due to illiteracy. These individuals wanted to be able to make economic choices in order to feel some sort of security when it came to financial issues. They sought economic gratification and social satisfaction but they felt that illiteracy is what left them in hesitation. The solution to this issue was to make those who feel left out because they were not educated was to give them what they wanted, simplicity. They thought because they could not read or write, they would not be able to generate income and that would lead them to give up on their hopes and dreams. Economic well-being is achieved easily when one’s goals are achieved. A cultural disruption was bound to happen which had caused the presence of the second era. The second era, a “shortcut” to fulfill dreams was not the right option. Individuals learned that they needed to work hard and make an effort in order to achieve their idea of being able to provide for themselves. They wanted to feel that they did not have to stray away from their methods of trading in order to become successful. It was necessary for them to become the ‘decision makers’. Another cultural disruption manifested due to a few oppositions such as economical strife, religious battles and battle over control. And finally, the third era individuals sought self-worth. This is where individuals learn that being ‘decision makers’ is not everything, that it is alright to seek help from those who are more knowledgeable to acquire their hopes and dreams. And this is where people came to realize that one can find spirituality through self-realization rather than through stifled individual freedom.

Destination Destiny aims to help people that desire to pursue their personal quests through providing them with guides along their journey. The brand caters to individuals who are determined as well as those who are skeptical. To showcase this thought, Destination Destiny has created maps throughout each era, in which they alter according to the ideology at the time. The

maps are advertised on rocks, tiles, roads, brochures, newspapers, and signage boards. All of these ads have been positioned strategically throughout each era, in terms of reaching the majority at the right time and at the right place. It is guaranteed that the map will be seen by most and carried on throughout the years as the concepts and stories were intended to extend beyond one era.



According to the novel, Coelho embraces four different axioms that Destination Destiny unified within its campaign. First being acquiring a personal quest, the perception of omens, the soul of the world and the purpose of listening to one's heart as a guide. Destination Destiny was able to integrate all of these axioms across the three different eras in both indirect and direct ways.

Destination Destiny “DD”

Destination Destiny was established in Spain in the 14th century. The brand helped individuals to fulfill their dreams and find their own Personal Legend through identifying what their hearts desire and pursuing their goals in life. The brand's main idea was to initially improve the living standard of the citizens of Spain. When the brand started gaining popularity, the culture faced a disruption which was that individuals saw that the product was not satisfying their needs as it only took them from place to place and that was not enough guidance for them to understand how to build on their economic status. Our target audience found that they needed guidance from a trusted source. The brand then pursued a new vision which was to improve the product by providing the individuals with a trusted source; philosophers and highly educated individuals. However, the brand's main focus was not only to make profit but to help our target audience accomplish what they have always dreamed of. During the first era, Analfebto provided individuals with an easy to follow map that contained Alchemy symbols that represented trading ports. Destination Destiny was the solution to the masses prevailing ideology to achieve one's economic well-being. Because of economic strife, the brand decided to evolve the product during the second Era, Narcissus. In this era the product was created to cater the masses prevailing ideology that encouraged individuals to independently trade by branded omens that guaranteed the success of merchandisers within the market. However, another cultural disruption occurred due to religious battles which caused the masses to develop a different ideology. During the third era, Maktoub; the product provoked the idea that philosophers were taboo by providing insight into philosophical ideas brought to the audience through self-development lessons, such as self reliance, developing one's mindset to be more open minded, and to overall follow dreams.

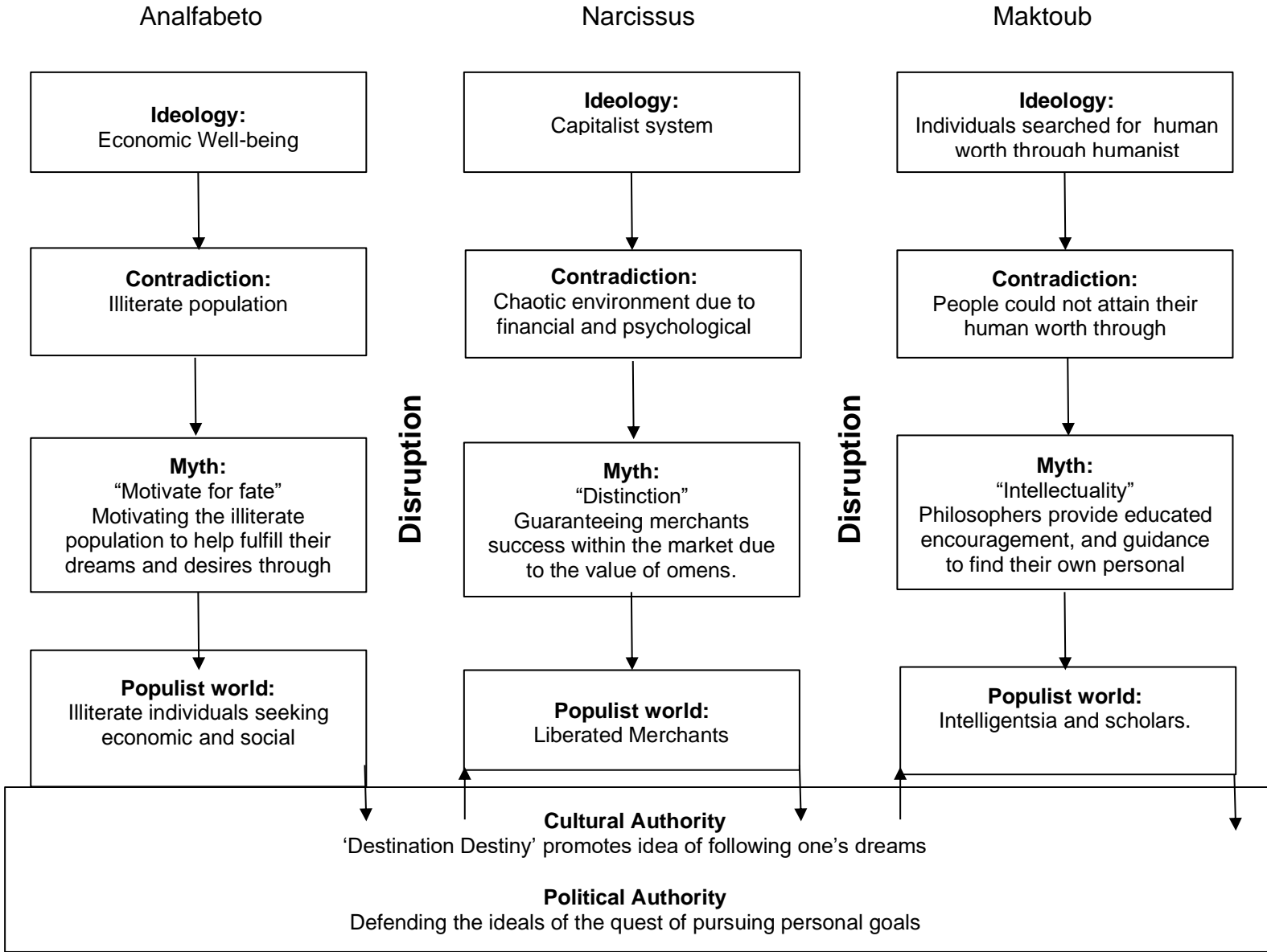
Destination Destiny Campaign Equities

Figure 1 Campaign Equities

<i>Product/ Brand</i>	<p>Maps that direct individuals to products and philosophers.</p> 
<i>Co-authors</i>	<p>First era: Santiago, Curious Onlooker Second era: Crystal Merchant, Liberated Merchant Third era: The Alchemist, Lost individual</p>
<i>Myths/ Characters</i>	<p>Santiago, Melchizedek, Crystal Merchant, Englishman, Alchemist, Gypsy, Young Man.</p>
<i>Primary Populist World/ Target Audience</i>	<p>Lower and Middle class individuals, seeking their personal legend First era: Illiterate individuals Second era: Outlaw Merchants Third era: Intelligentsia and Scholars</p>
<i>Product Attributes</i>	<p>Trade symbols, Merchandise symbols, Philosopher biography</p>
<i>Promise</i>	<p>"To realize one's destiny is a person's only real obligation. All things are one" p. (21-22)</p>
<i>Logo</i>	

Myth Chart

Figure 2 Myth table across 3 eras within the Novel, "The Alchemist"



First Era: *Analfabeto*

The branding of the first era was “Analfabeto” which is defined as illiterate men in Spanish. During this time, individuals were seeking to improve their economic and social status through methods of trade. Before the 8th century, the nomadic people of North Africa invaded Spain, which led to numerous battles between the Moors and the Basques, throughout the entirety of the middle ages. The Jewish population at the time, were highly valued by the Moorish leaders as merchants and ambassadors of trade. The occupation of the Moors maintained and furthered aspects of the Roman legacy such as the infrastructure of roads, and irrigation systems. In addition to the introduction of agricultural practices from the Islamic world. Trade practices were refined under the Moorish rule, as it was integrated with the Mediterranean trade of the Islamic world. 800 years later, the Catholic kingdoms defeated the Moors, which led to restrictions of the economy production, trade and transport in Spain. Spain developed three different religions during the middle ages, Christianity, Islam, and Judaism.

Introduction:

The novel, “The Alchemist”, is not set in a specific time in history, however, it is likely to have taken place in the middle ages as it was referred to as the “medieval ancestor of chemistry.” Santiago is a Shepherd man seeking the meaning of his dream to find the hidden treasure in the Egyptian Pyramids. He later discovers that the hidden treasure is not gold but rather, fulfilling his own personal legend. “ *They never found the secret. They forgot that lead, copper, and iron have their own Personal Legend to fulfill. And anyone who interferes with the Personal Legend of another thing will never discover his own.* ” (17) Destination Destiny began in the 14th century with a mission to motivate the illiterate population of Spain to fulfill their dreams and desires through a graphically illustrated map. The idea was inspired by the novel as the main theme is the importance of finding one’s fate. “*Everyone believes the world's greatest lie... ' says the mysterious old man. ... '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*” (18)

Ideology: Economic Well-being

In the first era of the novel, Santiago is a sheep shepherd, who initially went against his parent’s desires to become a priest. He believed being a shepherd would open doors to traveling throughout the country. “*His parents had wanted him to become a priest, and thereby a source of pride for a simple farm family. [. . .] But ever since he had been a child, he had wanted to know the world, and this was much more important to him than knowing God and learning about man's sins. One afternoon, on a visit to his family, he had summoned up the courage to tell his father that he didn't want to become a priest. That he wanted to travel.*”(27) Santiago’s father believed that his son would be able to fulfill his dream to travel and gain profit at the same time by working as a sheep shepherd. As a shepherd, Santiago is able to move from one place to another, to increase his profit in terms of selling sheep to individuals throughout the country.

Which coincides with the ideology at the time, which was to increase personal economy through trading throughout the country.

Contradiction: Illiterate population

As a result of people wanting to travel to trade and make a profit, the majority of citizens were illiterate, which made it difficult to follow through with the ideology. According to M. T. Clanchy's book, *"From Memory to Written Record: England,"* most, if not all, of the population could not read or write. Women were considered inferior to men at the time, which meant a large percentage of women at the time were also illiterate. In addition, it is noted that literacy was determined in terms of the Alchemy language only.

Myth: Motivate for fate

To address the contradiction, the myth was created to motivate the illiterate population to help fulfill their dreams and desires through Destination Destiny. The myth targets motivating the population through providing them with an easily understood map that directs them towards locations that contain products that can be used to build stock, trade and develop economic well-being.

- a) Target Audience: The illiterate population in the middle ages, specifically Spain

Demographic: Lower class merchants between the ages of 15- 37 (At the time, life expectancy was low as medical care was poor and there was an increase of disease outbreaks)

Psychographic: Individuals seeking to enhance economic well-being

- b) Compelling Benefit: The map is easy to read and understand as it is defined by symbols. The product is different than other offerings as it addresses the needs and desires of the individuals, whilst targeting the main concern within society (illiteracy)
- c) Symbolism: The first era myth treatment relates to the protagonist, Santiago, and his role as a shepherd. In the novel, it is noted that the underlying meaning of Santiago's sheep, is the value of humility, simplicity and self accomplishment.
- d) Setting: Spain, where Santiago lived with his parents, and began his career as a Shepherd. Tangier city in Morocco, where Santiago was told to go to follow his dream. At the Townhall.
- e) Characters:
Santiago: Santiago is used to co-author the myth, as he is the main character in the novel, "The Alchemist." He is used as a character in the story of Destination Destiny's first era, as he personally used the maps to guide him towards his personal legend. *"They are not afraid to dream, and to yearn for everything they would like to see happen to them in their lives. But, as time passes, a mysterious force begins to convince them that it will be impossible for them to realize their Personal Legend."* (30) The quote signifies the

thought that eventually everyone must abide by their individual purpose in life, even if they try to deny it or disregard the notion.

Curious onlooker: The curious onlooker is used to assist in elaborating on the story. Santiago is stopped by him to encourage him to use the map posted on the town hall walls.

- f) Plot: Santiago as a newcomer into the city, he had promised himself that he should visit the Town Hall every week so that he would keep up with the town's news and especially because he was trying to learn Arabic at the time, so he knew if he went there every week he would learn a word or two. It was also a way for him to go for some kind of motivation to learn how to trade in order to fulfill his dreams. One day, he had gone to the Townhall where he met an old man, the old man had spoken to Santiago because he knew he could read. He went on and asked him what the DD map was, he explained to him that the DD map was an easy map to read for people like him as it held Alchemy symbols that were commonly used at the time. He then told him about his experience using the DD map where he claimed it was a successful device to use to fulfil his personal dream.

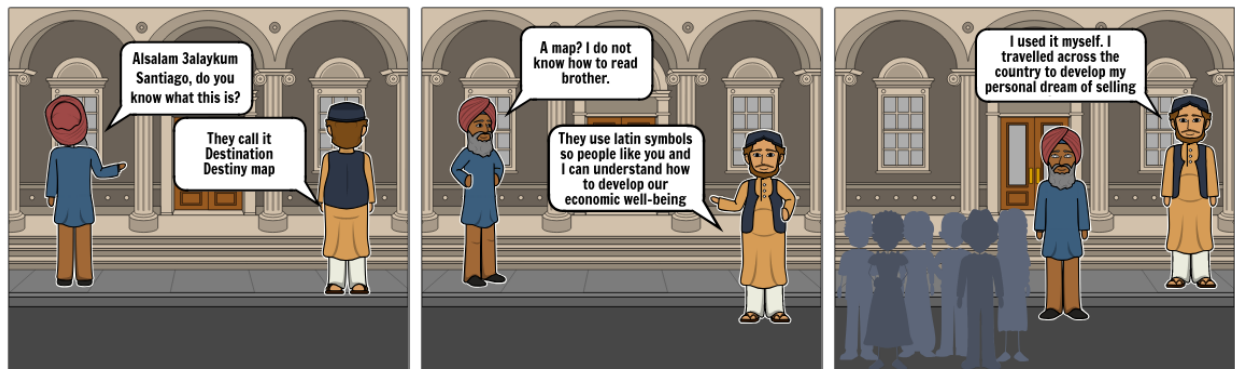


Figure 3, Comic strip highlighting a discussion between two individuals in which the first map is introduced to the public, to demonstrate the results of a first hand experience with the product

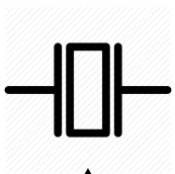
- g) Execution:



Figure 4

The first map uses ancient alchemy symbols that can be identified and understood by civilians. At the time the story took place, individuals were considered illiterate in the aspect of reading and writing words, but were familiar with common symbols used throughout daily lives. In this case, alchemy symbols were easily recognized amongst all as it is derived from Egypt and Arabia. Figure 4, contains an image of a simply outlined map with five alchemy symbols strategically placed within it. The symbols were positioned

based on the introduction of the products within the world of the novel.



Crystal- Crystals were introduced in the novel through the encounter of the crystal merchant and Santiago in Tangier, Morocco. The crystals are considered to provide individuals with clarity in life.



Market- The market is a place in which individuals can find a variety of products to sell and trade amongst the large population.



Camel- The camel is noted as being the “ships of the desert” as they are the only desert animal that can carry large amounts of product for a long period of time.



Sheep- In the novel, Santiago’s sheep have a role in his overall success in achieving his personal legend. They introduce Santiago to the world, through his role as a shepherd. The sheep taught Santiago to listen to his heart's desires, as it attracts the soul of the world.



Gold- It is the most valuable and rare object an individual could trade at the time. The element holds symbolic meaning within the novel, as it represents one’s knowledge, effort and patience spent towards completing a desired goal.



Figure 5 Analfabeto Map

As previously seen in the comic strip, The Analfabeto map was first placed in the town hall, where everyone is guaranteed to see it. At the time the center of the town was where all news announcements, and advertisements were placed. This advertising style is referred to as, outdoor advertising. This technique, was considered the most effective way to advertise products at the time, as many people crowded around the area to learn new things.



Figure 6 Analfabeto Map

The map was also carved onto rocks, tiles and roads as it was the most effective way to reach a majority of individuals as the product would constantly be in their face. Egyptians commonly painted on rocks and papyrus to send messages and advertise sales opportunities. By sculpting the map and Destination Destin's logo into the rock, the idea of the brand is insured to be extended throughout centuries.

Integration: Analfabeto is an integral part of the first identity myth. It is not merely used as a map, but rather as an important guidance in obtaining one's personal legend. By possessing the map, the individual is able to begin the journey towards accomplishing the hearts desire as it leads to places and products to assist in increasing economic well being.

Extendibility: Throughout the Analfabeto product placement, the idea of reaching a large audience at any given point in time was a factor Destination Destiny considered when creating the advertising strategy. Through implementing a permanent image of the product on rocks, tiles and roads, the product is determined to reach a high volume of people, which spreads awareness on the brand and its promise.

h) Populist world:
Illiterate individuals seeking economic and social satisfaction to fulfill their personal quests.

Cultural Disruption: *Economical Strife*

The cultural disruption occurs in response to events that took place during the first era. In the novel, Santiago is robbed several times in Tangier. This is a prime example of the economic strife at the time, as people viewed stealing as the only way to survive. Furthermore, the alchemist notes that thieves represent the people who try to find alternatives and shortcuts on the journey of pursuing one's legend. Through this experience, Santiago learns many life lessons, such as the art of business and the art of patience. Thieves were portrayed within the novel as those who would rather take a shortcut to their personal legend journey. Another example would be, lack of patience when Santiago watched the Alchemist turn metal into gold, Santiago was upset because he wanted to know the secret behind it but the Alchemist would not tell him. This was a lesson to Santiago where he learned that if he wanted to fulfill his dream, he had to be patient and that if he wanted to be a successful alchemist, he had to purify his soul first. Human beings could naturally become greedy somehow and especially when they wish to fulfill a specific desire, they would rather take the easy way and not work hard to get what they desire. This had a huge impact on society where it left people hungry for money which resulted them in being greedy, wanting things they could get if they had only worked hard towards those goals. Rather, they leaned towards the easy way which was 'stealing' instead of making an effort themselves.

Second Era: *Narcissus*

Introduction:

Santiago first started as shepherd boy in order to make money. "*Well, usually I learn more from my sheep than from books*". (40) The sheep had taught him something even more important than what he was striving for: he realized that there was a language in the world that everyone understood, a language Santiago had used throughout the time that he was trying to improve things at the crystal shop. It was the language of enthusiasm, of things accomplished with desire and purpose, and as part of a search for something believed in and desired. Tangier was no longer a strange city, and he felt that, just as he had conquered this place, he could conquer the world. Throughout this era, the people of Tangier learned how to adapt and live in a capitalist society. In order for them to independently trade on their own, without having to rely on others, in terms of stealing and being envious towards things that did not belong to them. This kind of prevailing ideology was formed due to the disruption that had occurred. Robbery was a common practice within Tangier city, which really impacted the people. When Santiago was robbed he was forced to take a humble job with the crystal merchant and that was where he learned the art of business and patience. The crystal merchant taught Santiago many lessons and one of them was to believe that change is inevitable and desirable; the crystal merchant felt that his business claimed that his business was failing, and that is when Santiago suggested that in order for his business to flourish, they must add a display that encourages the customers to buy their products and it was a successful way to bring the business back on its feet. Destination Destiny, incorporated this way of advertising as shown in figure 5. Due to the cultural disruption that

occurred after the first era, it was one of the reasons why “capitalist system” became a prevailing ideology. Individuals found it difficult to make money and everyone wanted to be somehow wealthy. They thought the only way to make easy money was to ‘steal’ and this is where Destination Destiny introduces the idea of independent trading and being able to fulfil one's personal legend by being able to make their own money and become individualistic.

Ideology: “Capitalist System”

Capitalist system is when decision making is determined by the owner. The ideology at the time was to instil the idea of capitalist system amongst the individuals as they aspired to pursue their dreams through individual trading. “People are capable at any time of their lives, of doing what they dream of.” (15) It is an ideal, a goal which many aspire towards, but they find it difficult to achieve. However, the goal itself which is to reach one's quest is unattainable because one would have to be the builder of this dream, to be able to actually succeed. Destination Destiny allows individuals to become the creators of their own personal legend by becoming completely unorthodox.

Contradiction: “Chaotic environment due to financial and psychological restraints”

During the Narcissus era, individuals were against the idea of independently trading as it was something new to them, they feared that they could not adapt to such an environment due to financial and psychological restraints. Financial restraints included the inability to buy products that ensured profit gain in the competitive market. Alongside these financial restraints, individuals were afraid to enter the individual trading market as they were not guaranteed a chance of succeeding. The people of Tangier city has always had a passion for trade and have always admired the idea of independently trading. In order for these individuals to be able to adapt to such a chaotic environment Destination Destiny was the product that was needed for the individuals to overcome these fears and anxieties.

Myth: “Distinction”

To address the myth, merchants needed to create a compelling benefit, that was catered to the targeted audience. There was a need for merchants to adopt a unique selling proposition in order to distinguish themselves from their competitors. “*When we strive to become better than we are, everything around us becomes better too.*” (150). Destination Destiny, was able to give products a great value, which was by incorporating the DD rare omen. Transformation is one of the main themes within the Alchemist novel, which is represented when Santiago transformed from being a young inexperienced shepherd boy to an acquainted alchemist who has become proficient in understanding omens who had felt in close touch with the true meaning of the world. The incorporation of the DD omen, act as a great fortune. As magical realism is also a theme within the novel, where it really emphasizes on how the universe encourages one to succeed. “*There is a force that wants you to realize your Personal Legend...But in order to find the treasure you*

will have to follow the omens.” (60) DD also encouraged its audience to become completely unconventional in order to achieve their personal legend.

a) Target audience:

Merchants.

Demographics: Age 18-50 and income 20-30 pesetas.

Psychographic: Individuals who desired financial independence.

- Adventurous.
- Money minded.
- Business minded.
- Passionate about trade.
- Risk takers.

b) Compelling benefit:

Guaranteeing individuals and liberated merchants to succeed within the trade market.

c) Symbolism:

Omens act as a symbol of knowledge and the time required to achieve one's desires, which symbolises fate by exhibiting the will of the universe which led Santiago along a path towards his destiny. “He held Urim and Thummim in his hand; because of those two stones, he was once again on the way to his treasure”. (67)

d) Setting:

Tangire city in Morocco where Santiago was compelled to work for a crystal merchant for a year to make up for the money he had lost. We chose to showcase a scenario between a liberated merchant and the crystal merchant.

e) Characters:

Crystal Merchant - Destination Destiny chose this character specifically because he had let fear kill his dreams and he had failed to fulfil his personal legend, as he had convinced Santiago that his dream is impossible and that he refuses to go to Mecca, because then he would not have anything left to work for. Coelho is serious not just of those who have failed in their own lives to fulfil their dream but even more so of those who try to impose their unhappiness on others who actively pursue their dreams. Destination Destiny chose the Crystal Merchant to spread the message by distributing the map as an encouragement of independent trading. As Santiago was able to motivate him that it is not too late to fulfil his dreams with the help of the DD omens.

Liberated Merchant - Destination Destiny chose a liberated merchant to showcase that even those who think they do not need a simple “map”. A liberated merchant would be a character that our target audience would relate to, since they are outcasts.

f) Plot:

The crystal merchant is stood outside his store encouraging people to buy the new DD map that includes the power of rare omens to fulfil their dreams, and this is where he meets a liberated merchant who is curious to find out why there are so many people outside the crystal shop. As shown in the comic below, the merchant argues with the crystal merchant by saying that he knew how to do his job and he did not need anyone to teach him how to do it. This relates to; the Narcissus era, people were terrified of change where they did not believe they should be risk takers. They were not willing to break out of their usual comfortable routine and this was because they had no faith that good things may occur, if they would have to adapt to a new lifestyle. However, those who dare to break out of the so called ‘comfortable routine’ are always envied by those who cannot. *“But you are forcing me to look at wealth and at horizons I have never known. Now that I have seen them, and now that I see how immense my possibilities are, I’m going to feel worse than I did before you arrived. Because I know the things I should be able to accomplish, and I don’t want to do so”* (58) This quote is a clear example of the mindset of the people at the time, they knew what they wanted to achieve and how to do it but they just did not want to break out of their comfort zone because they were too afraid to fail.

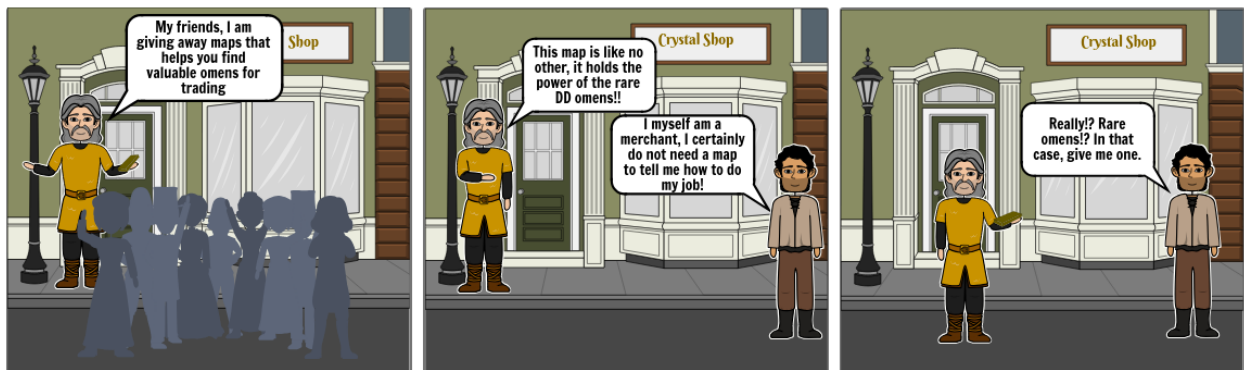


Figure 7 Comic strip highlighting a confrontation between the crystal merchant and a liberated

g) Execution:

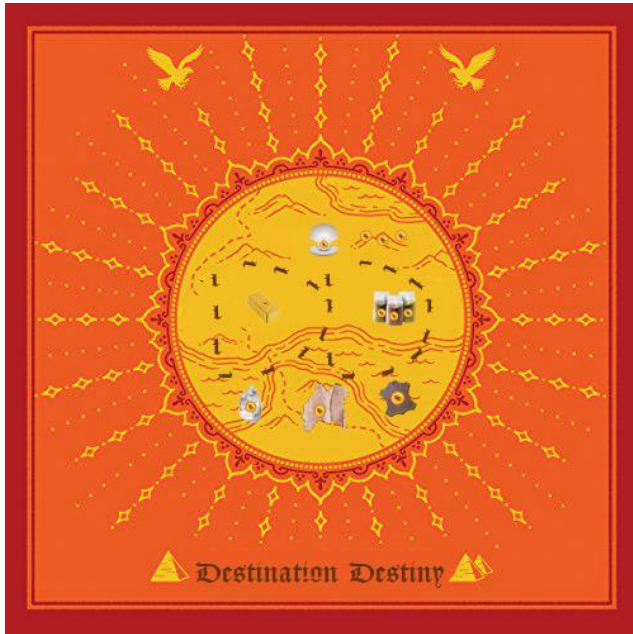


Figure 9. Mysterious map

The second map has obviously improved from the first map, the map incorporated the key colors of DD, whereas when you first glance at it you know for a fact it is the Alchemist DD map. The map uses a route in the shape of DD with different trade products located in different places. These products automatically are declared as precious because of the presence with DD omens and that is what makes it special.



Herbs - Represent things that people cherish.



Gold - Represents knowledge and the time that is required to achieve one's desires. It also contributes to the idea of wealth and prosperity.



Animal skin - symbolizes transformation and healing.



Diamonds - Represent power and courage.



Leather goods - Power and protection.

Pearls - Represent purity and loyalty.



Figure 9. Newspaper advertisement for gold.

DD chose to advertise their product outside the Crystal Shop because that way the ad is static which means it will be seen in the same place every day, it would become accessible to those who want to refer back to it. The crystal shop is a well known store that people often visit, it was guaranteed that the majority of the town would be exposed to it.

Figure 11. Newspaper advertisement for gold.

DD chose to advertise in the town's newsletter, where our target audience usually go to educate themselves on the news and on new products.

h) Populist world:

Liberated merchants are outcasts and inadequate in the society. However, individuals usually want to relate to those who are not accepted and who are rejected because they are not the norm. Destination Destiny decided to target those who do not believe they needed guidance to become successful within the market, and that is where DD comes in and proves them wrong with our product.

Integration:

“God has prepared a path for everyone to follow. You just have to read the omens that he left for you.” (29) Destination Destiny integrated the idea of omens as it was one of the many ways that encouraged Santiago to go on with his journey to fulfill his own personal legend. Success without any effort is difficult to achieve, this is why DD integrated the idea of omens as an element of pursuing one’s dreams and desires. Destination Destiny use their logo as an omen in a way to symbolize the importance of the logo, that it is not just a logo but it also holds a great value as a core competency of Destination Destiny.

Extendibility:

In the first era, the DD logo was used by the brand as just a logo to differentiate themselves from other brands. The brand’s goal was to become an icon with the DD eye catchy logo. However, in the second era the logo is used as an omen where the logo then started symbolizing something much more than just the brand’s ‘logo’. The theme of symbols was carried on from the first era to the second but this time it is done in a different form with a greater value. It went from Latin symbols to symbols of omens. Individuals did not need to be educated and literate to understand the map as it still carried on with the “simple and easy to understand” concept. The common elements within the first and the second era is that simplicity is still the essence of the brand; as the purpose of the brand is to make people’s lives easier by offering them the help they need to improve themselves and become successful.

Cultural Disruption: *Religious Battles and Battle Over Control*

First cultural disruption: The Alchemist begins in the Andalusian region of Spain where Santiago dreamed of traveling beyond the confines of his life. Santiago was not prepared until he meets a mysterious and magical man who changed his outlook. Philosophical messages perhaps the most noteworthy is about religion. Through Santiago’s experiences, Coelho infers that there is only one God, but men interpret him differently. Although some men allow their interpretation of God and the rules of their religion to define them, there is an unwritten universal

language with which we all can communicate. Santiago was able to directly relate to Coelho, as Coelho explained how humanity has commonalities that run deeper than cultural differences and how God brings people together. “*Santiago holds a unique view of God his beliefs*”(67) the religion based on his personal experience.

Second disruption: Philosophers and logical individuals were fighting to get more control. Logical individuals believed in sciences, mathematics and physics while philosophers believed in one god and religion. The two sides wanted to prove to one another that they are right through evidence and books. Philosophers accused scientists that the only thing they do is a systematic investigation and that anyone who thinks can easily conclude what scientists prove after years of research. “*When you possess great treasures within you, and try to tell others of them, seldom are you believed.*”(Pg.134) Scientists accused philosophers of not progressing and speaking the same repetitive ideas that confuse people and trying to prove scientific ideas but based on religion.

Third Era: Maktoub

The Maktoub era, Maktoub is an arabic word that stands for written in English. During the Maktoub Era, people wanted to advance their intelligence and logical concepts.

“فلماذا اذن يجب ان اصغي الى قلبي”
لأنك لن تنجح في اسكاته ابدا و حتى لو تظاهرت بأنك لا تسمع ما يقول فسيظل هناك في صدرك و لن يكف عن ترداد ما يعتقده
”عن الحياة و العالم

“So why should I listen to my heart?

Because you will never succeed in silencing it and even if you pretend that you do not hear what it says it will remain in your chest and will never stop repeating what it thinks about life and the world.” (122)

This quote was originally written in Arabic, it symbolizes what it really means to fulfill one's desires “Maktoub”.

Introduction:

The Alchemist introduced the idea of philosophers as spiritual guides in one's journey to identify their dreams and desires. “*Everyone seems to have a clear idea of how other people should lead their lives, but none about his or her own.*” (119) The Maktoub era, rejected the idea of educated individuals and philosophers, as they were perceived as being taboo, and encouraging the art of witchcraft. On the other hand, philosophers were only encouragers for people to follow their destiny and find their own true legend. People preferred the idea of intelligence and logic. “Don't think about what you've left behind” The alchemist said to the boy as they began to ride across the sands of the desert. “*If what one finds is made of pure matter, it will never spoil. And one can always come back. If what you had found was only a moment of light, like the explosion of a star,*

you would find nothing on your return.” you will find what is yours in this life and that is written before you were even born “Maktoub”(123), sometimes we don’t get what we want as much as we want to have it, but that’s only because it wasn’t written for us from the beginning.

Ideology: Individuals desired human worth and development through humanist philosophers.

Santiago had the same dream twice about visiting the pyramids and finding the great treasure there, he wanted to know the true meaning of that dream, so he went to a woman called the Gypsy which interprets dreams and reads palms, she told him that he should go to the pyramids and find his legend or he will be cursed for the rest of his life. After visiting the Gypsy woman, Santiago meets with the merchant on his way to Egypt in the caravan, the merchant tells Santiago that he should find what is written for him “Maktoub”. “Intuition is really a sudden immersion of the soul into the universal current of life.” Humanist philosophers made life easier for individuals, they showed them how to get to their goals, and how to apply the rules of life to succeed, as much as people got educated, they still had inner questions that made them need a humanist philosopher who changed their perspective of life and gave them inner peace and courage to follow their heart’s desires no matter what.

Contradiction: people could not attain their human worth through philosophical ideologies.

Philosophers were forbidden to show their intelligence when it came to religion, religion wasn’t needed or used. *“When each day is the same as the next, it’s because people fail to recognize the good things that happen in their lives every day that the sun rises.”*(30) People were supposed to go back to their religion and apply their beliefs but instead people followed what made sense to them. Humanist philosophers believed in many concepts that would improve the universe, they had a meaning for every single thing whether it’s a small idea such as “why are the stars shining” to a big idea like “why are we living here, at this specific time, and what’s our purpose in life?” that’s when normal individuals started following the philosopher’s concepts and applying them in their daily life, in work, with their kids, with their friends, etc... philosophers are human beings in the end, and human beings make mistakes, we are not errorless, our ideas differ, and our way of perceiving things is different from one person to another, so the question is how can we fully believe in philosophers and apply what they say whether we believe in it or not?

Myth: Intellectuality.

To address the contradiction, the myth was created to show the importance of philosophers and how they guided people in many factors. *“The simple things are also the most extraordinary things, and only the wise can see them.”* (69) Philosophers at that time were advisors who gave each individual important advice that leads into fate which is their future life, they encouraged and guided individuals to find their personal legend.

i) Target Audience:

Literate people who needed guidance through philosophers.

Demographics: Age 18-50. Income: 90-150 pesetas.

Psychographic: individuals seeking guidance from philosophers.

- Leaders not followers
- Educated
- Open minded
- Intelligent
- Intellectual

j) Compelling Benefit:

The map is written by philosophers with clear descriptions delivering each individual into a different means, depending on their purpose.

k) Setting:

Egypt, the Pyramids.

l) Characters:

The Gypsy woman and the English man. As they helped Santiago in the most powerful way, without the two of them Santiago would have stayed lost for the rest of his life, he wasn't lost physically, but he was mentally lost, not knowing what he wants in his life, to stay a shepherd boy or follow the dreams and feelings he had as a message from god. The Gypsy woman told Santiago the importance of following his heart's desire, she taught him the way of reaching what he feels. The English man taught Santiago that there are many principles governing the universe, each one of them follows the other continuously, he told Santiago that in alchemy, there is a force that rules things, and that force is called the Soul of the World, which means when you want to get something with all of your heart, that's when you get closer to the Soul of the World, and it will always be a positive force.

m) Plot:

The boy Ammar was lost, he needed help to understand his personal legend and how he can follow it, so he searches for the alchemist to help him pursue his personal legend, when the alchemist saw Ammar he asked him, "did the map lead you to me?". Destination Destiny was the only way for individuals like Ammar to reach the alchemist. After speaking with the alchemist Ammar understood the truth, he started acknowledging his desires after avoiding them for many years of his life. In the Maktoub era, Destination Destiny was the perfect solution for individuals like Ammar to reach their goals and know their soul's desires through the alchemist, without the alchemist many would have been lost, not knowing their purpose and giving up on their heart's desire. Individuals at that time had many issues understanding themselves, they needed guidance from a wise person with the right knowledge to reach their personal legend. "We are travelers on a cosmic journey, stardust, swirling and dancing in the eddies and whirlpools of infinity. Life is eternal. We have stopped for a moment to encounter each other, to meet, to love, to share. This is a precious moment. It is a little parenthesis in eternity." (170) sometimes we feel lost, we can't understand ourselves, and we can't reach our goals, but then suddenly someone comes and guides us to reach our purpose and do what we were born to do.

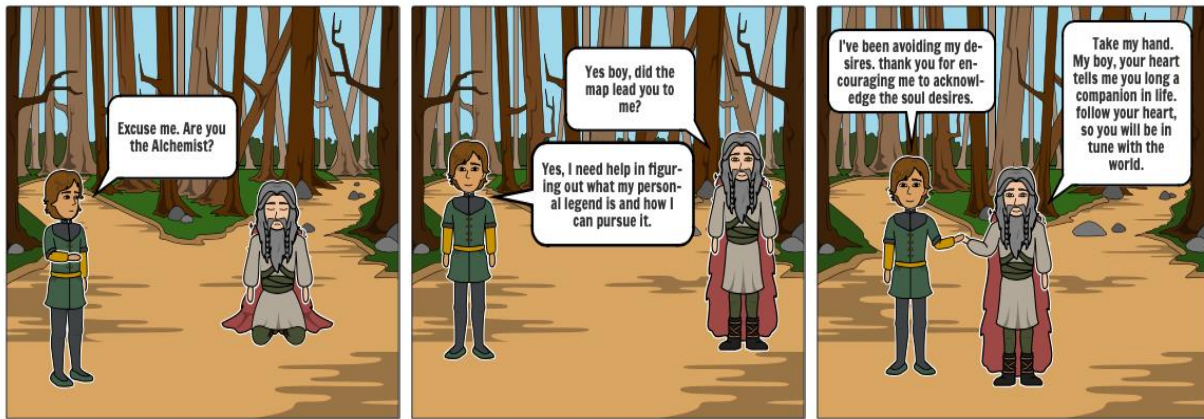


Figure 12. Comic strin highlighting a young boy seeking guidance from the

n) Execution:




Figure 13. Maktoub man



Figure 14 Maktoub map placement on stands and banners.

We created the Maktoub map to help individuals seeking guidance through the words of wise people. Destination Destiny in the third era can be easily read and understood by educated individuals who need the help of philosophers or people with knowledge to reach their heart's desire. Each character in the map has a different purpose to serve like the Alchemist, is the key to understand the needed information and assistance to get any person into their own journey with their Soul of the World and Personal Legend. The Crystal merchant gives knowledge about religion and assists individuals to discover their purpose in life. Melchizedek aids individuals who are seeking their Personal Legends by teaching them to keep peace with themselves and with people. The Englishman helps individuals by logical reasoning, he teaches people how the universe gives people chances to reach their heart's desires. The Gypsy interprets people's dreams and gives meaning to every action happening in a dream, she encourages individuals depending on what they dream and how they can get into the right place at the right time or else they will be cursed because it is the universe conveying a message through people's dreams.

<i>Autobiography</i>	<i>Characters</i>
<p>The Alchemist</p> <p>The Alchemist is a powerful philosopher residing in the Al-Fayoum Oasis. He provides individuals with critical information that assists on the path towards their journey as he understands the Soul of the World and the importance</p>	

of Personal Legends.	
<p>Crystal Merchant</p> <p>A struggling merchant who owns a crystal shop on top of a desolate hill. The crystal merchant provides religious insight on personal legends, which assists individuals in discovering their purpose in life.</p>	
<p>Melchizedek</p> <p>Melchizedek is the King of Salem. He possesses magical powers and helps those pursuing their Personal Legends as he preaches about maintaining peace with oneself and those around them.</p>	
<p>Englishman</p> <p>A well-educated science student determined to provide logical reasoning by lecturing on past knowledge from books. He supports the idea of “fate does not control us and that an individual's desires comes from the universe.”</p>	
<p>Gypsy</p> <p>An old woman living in Tarifa who interprets dreams, where she encourages individuals their dreams or else they are cursed. She says that our dreams are a form of communication; she refers to dreams as “the language of the soul”. Everyone has their individual language of the soul. However, individuals are able to dream in a universal language.</p>	

Figure 14, Philosopher Autobiography



Figure 15, Maktoub map Brochure layout

We created the Maktoub map Brochure to make it easier on individuals who need to keep the important words of wise men with them wherever they do. The Maktoub map Brochure can easily be held by hand and taken to different places by any person who needs to use it. If a person is seeking to reach the Gypsy he can easily follow the traces drawn on the map and reach her without asking help from others or getting lost in the way, and even if that person doesn't need to reach any person on the map, they can read about them to get the knowledge and reach their ultimate purpose in life.

o) Populist world:

In the Maktoub era, most people believed in logical reasoning, they needed valid and strong evidence to build their trust, they needed something they can see, calculate or relate to in real life. On the other hand, a small percentage of individuals believed in religion or philosophy because both lacked truth and meaning to them.

Integration:

philosophers and individuals with knowledge were integrated in the Maktoub era to assist individuals who need to find their heart's desire. Each one of the characters played a huge role in waking up the hidden message that each person holds inside of their heart.

Extendibility:

Destination Destiny in the Maktoub era completely changed its logo, from symbols to omens and now the wise men and individuals with knowledge, in this era it's crucial for individuals to be literate, they should know how to read and write in order to get the messages written on the map. We developed DD into an advanced map that gives the message to each individual reading it, even if people had different purposes they still need a map to lead them. Destination Destiny held the same idea firmly and stayed with its original purpose, even though the symbols have changed throughout the eras, but the idea of addressing people and helping them is still alive and developing depending on people's level of understanding and literacy. The map in the Maktoub era is full of information and knowledge written with simple words and authentic images of characters.

Conclusion:

Destination Destiny, our brand has traveled into many countries starting from Spain and ending in Egypt. Individuals who lived in the three eras of Destination Destiny needed support, something to lead their purpose, and something they can depend on to get them back to their authentic heart's desire. Santiago was the main character in the Alchemist book, he showed us how we should not lose hope to reach our goals even though we might suffer and go through many issues, but inside our hearts we should believe that we will reach our written destination.

Our target audience are individuals who need spiritual support to reach their goals, and that support can be found through Destination Destiny that will help you make your dreams come true, to be inspired and to become the best version of yourself. For instance, Santiago learned to use his soul to never lose hope and to focus on his own journey, disregarding the influences of society. We all have a dream, we all have our own personal legend, never lose hope. It is important to know and remember where you are and who you are in order to get where you want to be and whom you want to be in this life.

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