

## Brand definition

Led a series of workshops with the UX&D team, product management and marketing to refocus the brand definition for internal use.

**Magical**



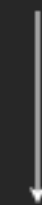
**Delightful  
Joy**

**Confident**



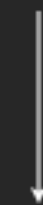
**Surefooted  
Pioneer**

**Witty**



**Charming  
Playful**

**Inspiring**



**Discover**

# Brand attitude