

# Studio Notes



**UPDATES, HAPPENINGS AND  
THINKING FROM THE WORLD  
OF BRAND TRANSFORMATION**

# 02

# TIME WAITS FOR NO-ONE

# 03

And this new decade appears to be taking no prisoners. Turning points, infection points and even points of no return are accelerating as we roar into the 2020's. The disastrous impact of COVID-19 and growing signs of an ecological tipping point have been layered on to the usual business of disruption in which 50% of the S&P 500 is predicted to be replaced in this new decade.

Now 24 months since launch, TRIPTK is turning the page the page on its own new chapter, from a fledgling consultancy to a firm fully equipped to help our clients not only survive - but thrive - in these challenging times.

A strong global platform, a deep and growing bench of talent and a portfolio of transformation projects we're truly proud of are fueling our ambitions, though we're not taking anything for granted.

One thing we do know is that, in these times of disruption, culture is key. In this, you reap what you sow. Again and again we see businesses dramatically rise and fall by losing touch with their internal employee and external customer cultures.

The first step to culture change - out in the marketplace or inside our own walls - is dialogue. The Intro Issue of studio notes is about giving a peek into our own work culture and inviting a conversation with our own client community. We hope you'll enjoy this little ice breaker and would love to hear from you.

Sam Hornsby  
Global CEO



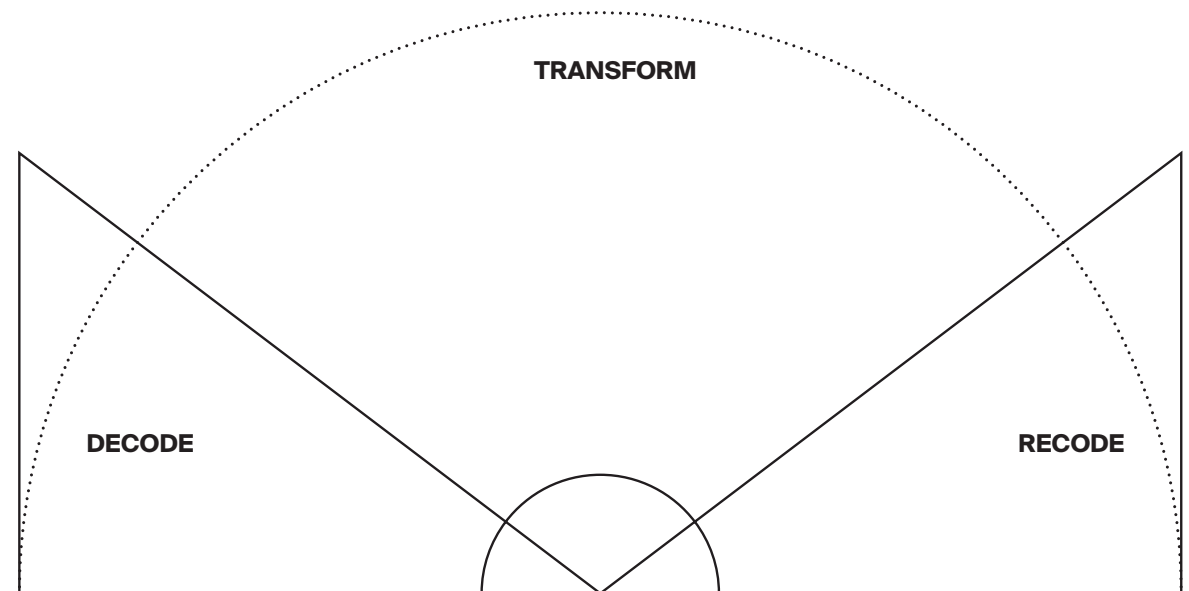


RECODE

DECODE

05

TRIPTK is a global brand transformation studio. We decode and recode culture to invent and reinvent brands.





## What's in a name?

The power of 3's for business leaders, creatives and all humans

08



## Take it from them

The good word from leaders at VANS, DIAGEO and ENDEAVOR and more

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## Style notes

The key pieces making our partnership style a good look in the new decade

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## Flavor notes

A taste of our work, revitalizing and building brand businesses

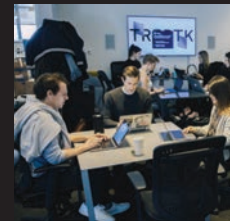
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## Design for Impact

Introducing TRIPTK Design and why we're betting on Mexico City

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## T is for talent

The traits that power a multi-disciplinary team

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## T is also for thinking!

The ideas from our studio that took center stage

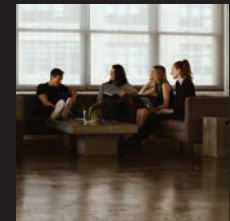
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## This is the place

The power of partnership and why it takes a village

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## Stranger danger

Making the connection

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Developmental psychologists will tell you that your name can affect your self image and the whole trajectory of your life.

**So what does ours say about us?**

Inspired by the artist's triptych and the 'rule of three,' the name of our studio evokes a universal cultural phenomenon that runs deep in human culture and psychology, and is a guiding force in writing and design.

**In Popular Culture**

From the Three Little Pigs, Goldilocks and the Three Bears to the Bible's holy trinity, many of our cultural touchstones are structured in 3s.

**In Writing**

The rule of thirds is the writing principle that suggests that things that come in threes are "inherently funnier, more satisfying, or more effective than other numbers of things"

**Ancient Wisdom**

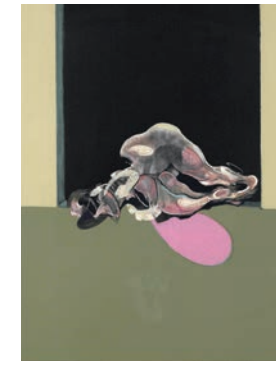
The Latin phrase, 'Omne Trium Perfectum' captures the essence of the rule of 3s.

**In Visuals**

The rule of thirds is perhaps the most fundamental and foundational compositional tool for film, photography and design practitioners

**Francis Bacon:  
Triptych August  
1972**

The Irish-born artist Francis Bacon (1909–1992) painted 28 known triptychs between 1944 and 1986.



**Robert Campin:  
Mérode  
Altarpiece**

The Mérode Altarpiece is an oil on oak panel triptych, now in The Cloisters, in New York City. It is unsigned and undated, but attributed to Early Netherlandish painter Robert Campin.

**Hieronymus  
Bosch:  
The Garden of  
Earthly Delights**

A triptych oil painting on oak panel painted by the Early Netherlandish master Hieronymus Bosch, between 1490 and 1510, when Bosch was between 40 and 60 years old.



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GO

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# TAKE IT FROM THEM

**We all have our projects, from 'reorganize the apartment' to 'the kid's college applications'**

But how much better are projects when you have a partner? To us, the difference between projects and partnerships is everything. Partnership is what gets us out of bed with a jump and a smile.

We've come to appreciate that not everyone is wired this way. But that only makes us appreciate the people that are even more...



“

**When it comes to challenging assignments like North Star brand strategies in complex business contexts I turn to TRIPTK. Their work is driven by genuinely illuminating insight and their delivery helps drive transformative brand growth. TRIPTK is not simply an agency. It is a trusted partner.**

**Dejuan Wilson**  
Endeavor, Senior Vice President,  
Consumer Sales & Marketing



“

**As a global brand engrained in youth culture, authentically connecting with our consumers will always be cornerstone. The work provided by TRIPTK has been impactful in ensuring that we remain strategic and purpose-driven in our consumer interactions.**

**Doug Palladini**  
Global Brand President,  
Vans.



“

**Working with TRIPTK to develop a new brand direction has had an unbelievable impact on our organization, driving positive change for our brand, our culture and our business. Together we set forth on a powerful course to define our brand as purposeful, consumer-centric and culturally relevant. TRIPTK is a true partner, fully invested from identification of the strategic challenge right through to implementation.**

**Mary-Kay Messier**  
Vice President of Marketing,  
Bauer Hockey



“

**It is not an understatement to say TRIPTK are my favorite partner and I've worked with & at many in both London & NYC. They are the only agency I have worked with in 18 years who consistently provide me with provocative, intelligent and beautifully constructed consumer-led thinking and simple yet super smart strategic solutions.**

**Ila Byrne**  
Ex. Ideation and Innovation Director,  
Diageo



# STYLE NOTES

What kind of partnership did you rock last year? Here are the key pieces making our partnership style a good look in the new decade.

## COLLABORATIVE

While “ta-da” moments are exciting, we think of our relationship with you as a true partnership. Sharing often and early beats black-box thinking



## ADAPTIVE

We're nimble, flexible, and used to developing or evolving plans in real-time to suit your dynamic needs



## PROVOCATIVE

We don't sugarcoat or pander. We rigorously interrogate problems and ask the tough questions in pursuit of breakthrough ideas

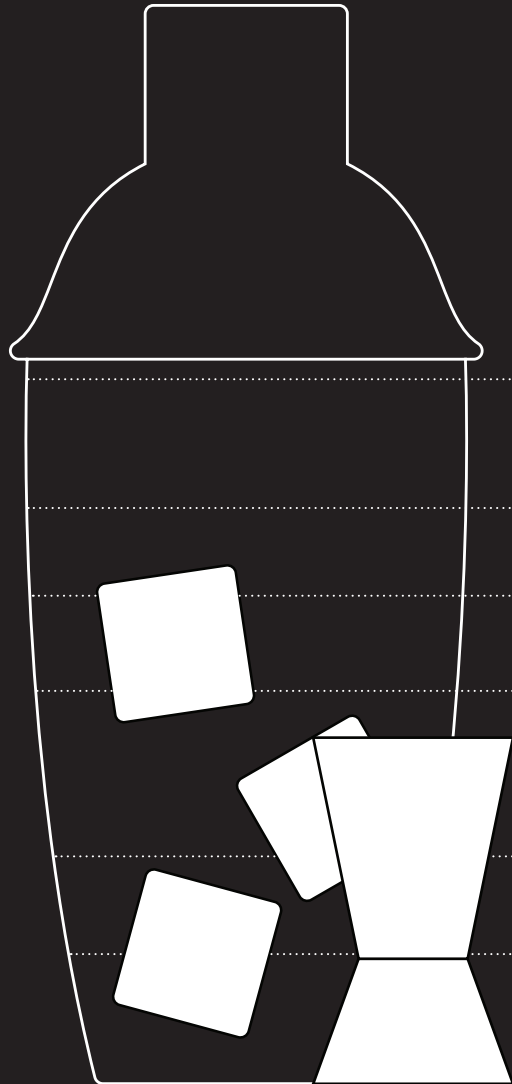
## PASSIONATE

We know it's corny, but we love what we do. Passion and optimism don't just make the journey enjoyable; they unlock more impactful outcomes



# 16

A cocktail of disruptive forces makes for a challenging marketplace for our client community. Here are just some of the that assignments we've cooked up solutions for.



A new **brand platform** and brand development for a leading \$5B real estate firm

**Brand strategy** for leading plant based food VC fund

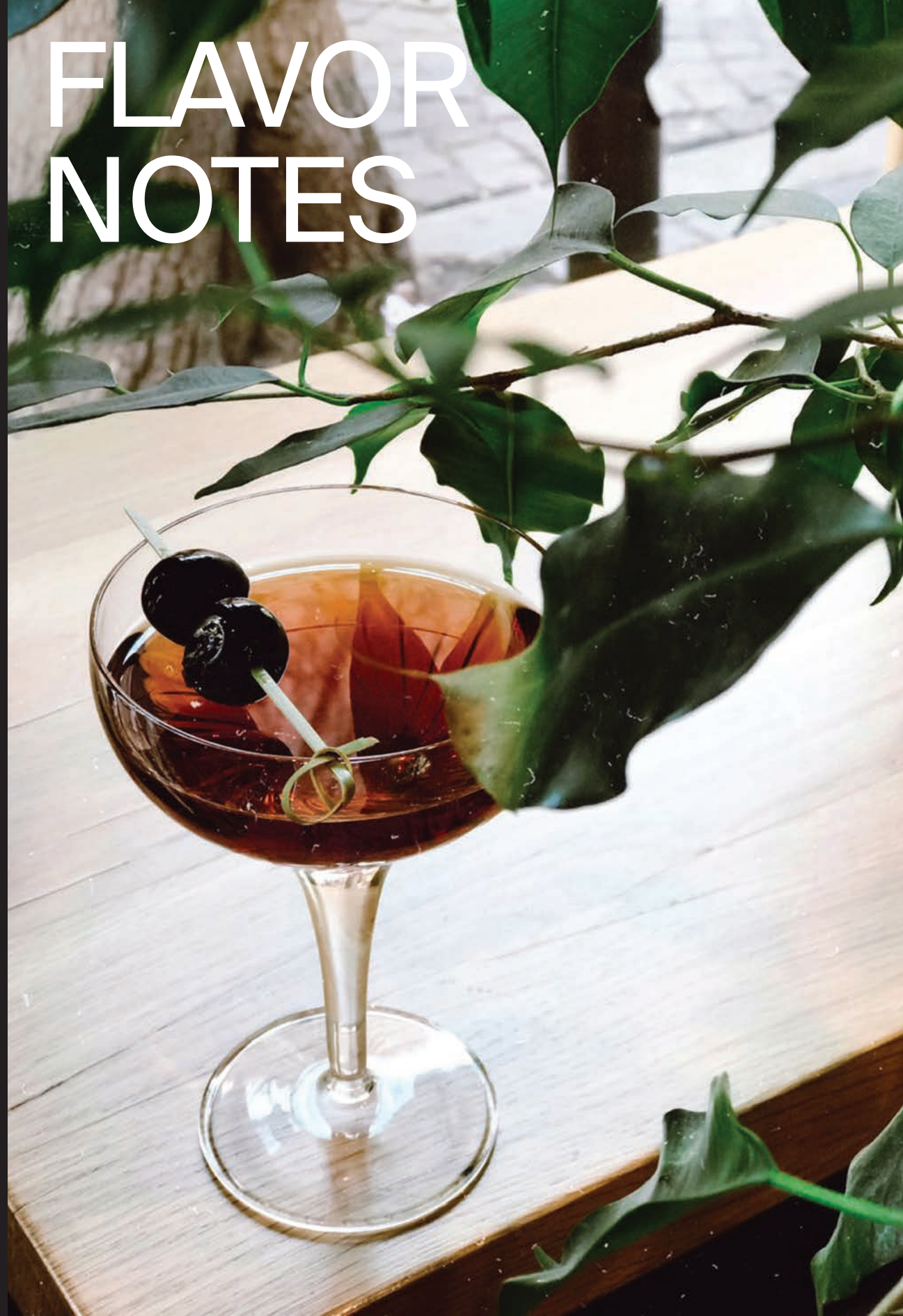
Creation of 5 new SKUs for top 5 global spirits brand

**Portfolio Strategy** and new to world brand innovations and product lineups for a \$3B cannabis portfolio co.

**Re-positioning** of a \$4B global chocolate brand

**Brand Transformation** for a global media platform with 1B+ viewers

# FLAVOR NOTES



From new products and services, to new identities and brand systems, whether business sinks or swims in our multi-sensorial world (even with the best strategies) depends on the life raft of Good Design.



Enter Daniel Arenas, the latest addition to the multi-disciplinary TRIPTK consulting team.

Daniel brings more than a decade of design experience in various senior leadership roles, including Design Director at RedScout, where he worked with Uber, Best Buy, Vice Media and Vox Media, as well as the founder and Creative Director at New York City-based design collective Sunday Morning.

Rounding out the TRIPTK Design team are several other notable hires, including branding and digital designers, illustrators and art directors, several of whom will occupy a new TRIPTK studio outpost in Mexico City.

**Daniel Arenas**  
Head of Design

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#### DON'T MISS

[!\[\]\(6059a5aa8b4ca7bb793408023d6c6e42\_img.jpg\) The launch of TRIPTK Design](#)

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d\_img.jpg\) Daniel, our Head of Design](#)

[!\[\]\(6a9b39b98eb945faa14c645ec99e4eaa\_img.jpg\) Our Design showreel here](#)

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## ARTET

Creating the branding for the first cannabis aperitif.



## MISS UNIVERSE

Instilling the brand with a new purpose and a dynamic visual identity system.



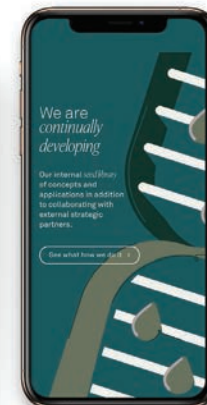
# 21

From building breakthrough cannabis products in new categories, to branding next-gen food labs and reinventing global entertainment platforms for cultural relevance, TRIPTK has been recoding culture through design



## BOMBAS

Creating the visual rules for a dynamic startup.



## CULTIVATED FOOD LABS

Giving a human face to a plant based food test kitchen.

TO FIND INCREDIBLE PEOPLE WHO CHALLENGE OUR PERSPECTIVE, AS WELL AS THAT OF OUR CLIENTS MEANS WE LOVE MEETING PEOPLE FROM NON-TRADITIONAL BACKGROUNDS... TRIPTK LOOKS BEYOND TRADITIONAL HARD SKILLS TO A MORE VALUE-BASED SYSTEM BASED ON FOUR KEY COMMONALITIES”



Dylan Viner  
New York Managing Partner

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When your people are your product... every assignment requires a unique approach...and your team is truly multi-disciplinary...

How do you define an effective talent philosophy? There are no easy answers but here are the 4 talent traits that we hire and train against at TRIPTK.

**DON'T MISS**

📖 [Decoding and Recoding with Triptk](#)

# IS FOR TALENT

**01**

**Restless curiosity**

An insatiable desire to understand lives different to one's personal experiences, and immerse in new ideas shaping culture

**02**

**Hunger for growth**

A drive to continuously develop new skills and never settle, at any level

**03**

**Spirit of service**

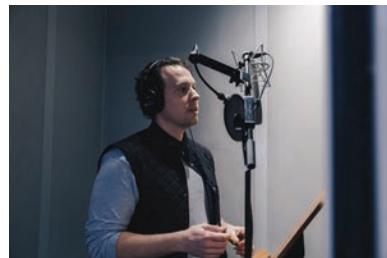
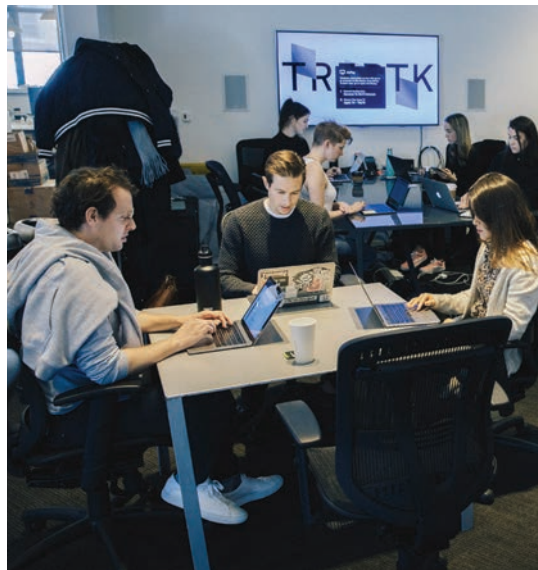
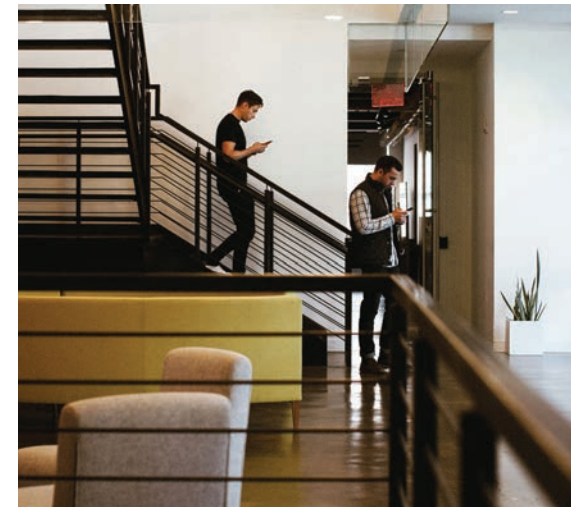
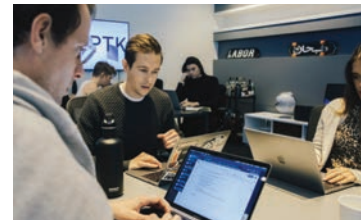
A passion for making sure clients needs are taken care of, their perspective is valued, and their projects are elevated

**04**

**Indomitable inventiveness**

The entrepreneurial resourcefulness to navigate complex challenges and disrupt expectations

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What's going on in our heads?  
Here are just some of the thought leadership  
content and topics the TRIPTK studio  
developed in 2019

T IS FOR  
THINKING

The Future of  
Insights  
The Conscious  
Consumer  
Streetwear  
Culture 101  
Branding 5.0  
The Power of  
Purpose  
Building D2C  
Brands to Scale  
The New Luxury

Leveraging real-time data tools and cultural analysis we've been busy publishing a series of Spotlight Reports on how COVID-19 is impacting consumer culture. Our Tracker is available to any organization looking to navigate the new normal.



# KEEPING TRACK IN TIMES OF COVID-19

Reports published to date cover the following topics:

- 01 Parenting
- 02 Wellness
- 03 Spending
- 04 Sex & Intimacy
- 05 Socializing
- 06 Self Progress

## DON'T MISS

- 🔖 [Intimacy and sex through the great touch deprivation](#)
- 🔖 [Shopping during COVID-19: Spending with our EQ](#)
- 🔖 [Self-Progression: Growing Around The Obstacles](#)
- 🔖 [Wellness Goes Outside-In](#)
- 🔖 [The New Social](#)

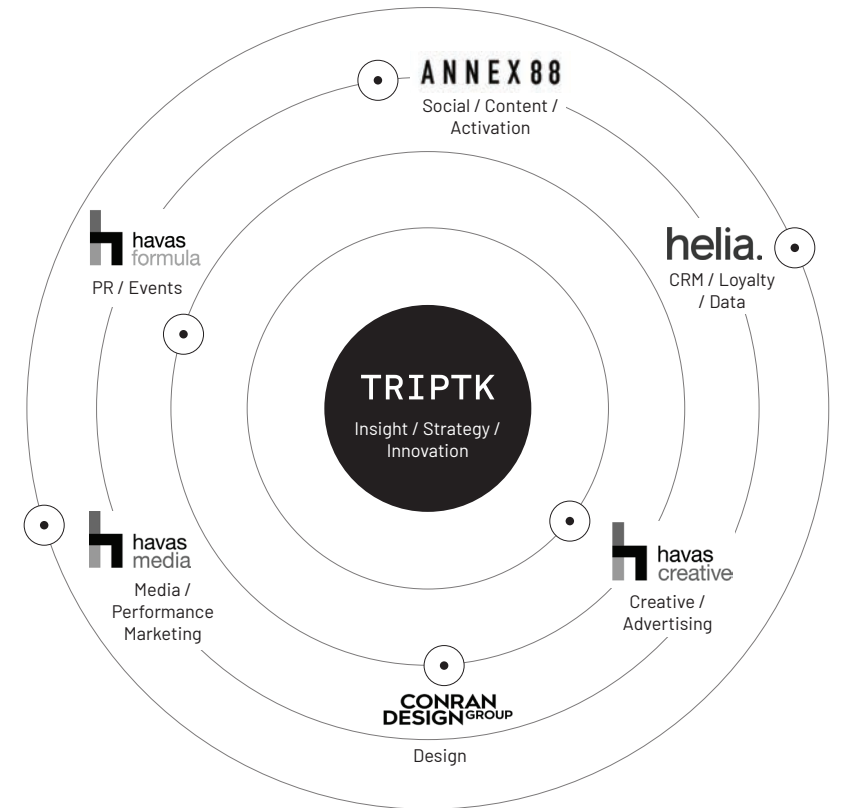


# THIS IS THE PLACE

NEW YORK VILLAGE

“Where ideas intersect”

TRIPTK is part of a dynamic ecosystem. Our New York Village HQ houses a range of capabilities under one roof, giving access to specialized talent as our client’s needs evolve.



## STUDIO VIBES

### What does it take to create a winning workplace culture?

The TRIPTK studio is proud to be housed in the flagship Havas New York village in Tribeca, which in 2019 won Ad Age’s “Best Places to Work” as well as Digiday’s Worklife Award.

## BY THE NUMBERS

# 60+

Global village hubs

## DON'T MISS

[Hear from NY Village leaders about their commitment to employee wellness and happiness](#)

[Havas Group Global Village](#)



## STRANGER DANGER

Whether you're feeling playful and want to kick an idea around, or totally confused and need an outside perspective - we're always here to talk. Don't be a stranger.

## CONTACT US

- ✉ [hello@triptk.co](mailto:hello@triptk.co)
- 🌐 [www.triptk.co](http://www.triptk.co)
- 👤 [LinkedIn](#)
- 📍 [our New York studio](#)