

HERITAGE BRAND • CONCEPT

TOTEM

A totem-animal brand campaign where each creature carries the character.

CREATIVE DIRECTION — LOLI MARI MONTALVO
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The brief

01 • CHALLENGE

Premium and heritage brands — spirits, finance, sport, membership — reach for crests and stock gravitas. It reads as expensive and says nothing.

02 • APPROACH

Give the brand a totem. Painterly editorial animals — the rooster, the ram, the raptor — set against a city skyline, each embodying a trait the brand wants to own: pride, resilience, vision.



KEY VISUAL

Key visuals

ONE SYSTEM



PRIDE

Developed a consistent portrait treatment: heroic three-quarter profile, textured brushwork, a warm-cool palette and a red sun motif, animal and skyline fused into one composition.



RESILIENCE



VISION

Digital campaign



INSTAGRAM STORY



INSTAGRAM POST



OUT-OF-HOME KEY VISUAL

CAMPAIGN
placement



DISPLAY ADS

and · Concept



IG FEED

Direction & outcome

CREATIVE DIRECTION

Held the framing, palette, and lighting across the set so a lineup of very different animals still reads as one campaign — characterful without becoming a mascot.

OUTCOME

A flexible, ownable key-visual system with instant personality — premium without a single crest.

LESSONS LEARNED

Character beats grandeur. A brand people can describe as a who is stickier than one they describe as a what.

Totem

HERITAGE / SPIRITS BRAND • CONCEPT



HERITAGE BRAND

TOTEM

Know your animal.

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