



CAMPAIGN CONCEPT



BratzMode is a reimagined fashion-meets-lifestyle campaign blending Monster Energy's bold attitude with Bratz's iconic Y2K glam. It uses irony and nostalgia to celebrate confidence, hyper-femininity, and digital-age self-expression.

This campaign transforms a classic energy drink into a pop-culture symbol of empowerment: vibrant, loud, and unapologetically extra.

LOGO REFINEMENT

A fusion of Monster's raw energy and Bratz's glam attitude. The lips icon softens the aggression with confidence and power, embodying The Rebel archetype through metallic boldness and unapologetic style.



BRATZmode

PRIMARY COLOR SYSTEM

These four colors define the BratzMode flavor system and serve as the primary palette across the campaign. Each shade is inspired by the product packaging and sets the mood for its corresponding character.

COSMIC
PURPLE

#A267FF

BLUE
MIST

#96D5FF

LEMON
GLOW

#FFFD6D

HYPER
LIME

#88E019

SECONDARY COLOR SYSTEM

The secondary palette pulls directly from core Bratz branding. These colors act as stylistic accents, bringing the nostalgic Y2K attitude that defines the Bratz identity.

BRATZ
FUCHSIA

#A267FF

GRAPE
POP
PURPLE

#96D5FF

GLOSS
BLACK

#FFFD6D

CHROME
SILVER

#88E019

TYPOGRAPHY SYSTEM

Paired the Bratz logo typography with Monster's typography to balance the identities of both brands. The mix feels both rebellious and elevated, appealing to Gen Z's love for nostalgic remix culture.

FUNKHOUSE

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

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SHAREFONTS.NET

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

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ShareFonts.net

FORCED SQUARE

PURPLE REIGN

SASHA (BUNNY BOO)

FLAVOR PROFILE:

GRAPE + BLACKCURRANT + ACAI



CRYSTAL RUSH

CLOE (ANGEL)

FLAVOR PROFILE:

BLUE RASPBERRY + WHITE PEACH



GOLDEN HOUR GLOW

YASMIN
(PRETTY PRINCESS)

FLAVOR PROFILE:

CITRUS BLEND OF LEMON + ORANGE



NEON RUSH

JADE (KOOL KAT)

FLAVOR PROFILE:
SOUR GREEN APPLE



VISUAL TONE



The visual tone blends glossy, high-saturation imagery with Y2K-inspired textures like chrome, glitter, gloss, and sparkle. Photography feels hyper-stylized and polished, often using bold lighting contrasts and vivid color reflections. Compositionally, it layers nostalgic objects—phones, makeup, denim, and metallic surfaces, in playful arrangements that embody a confident, high-glam energy.

BRAND NARRATIVE & VOICE

POSITIONING STATEMENT:

BratzMode is an energy brand that channels confidence, individuality, and glam rebellion. It's for those who don't tone it down; who embrace chaos, glitter, and attitude. The campaign celebrates self-expression as power, turning energy into identity.

KEYWORDS:

- Defiant
- Expressive
- Hyperreal
- Radiant

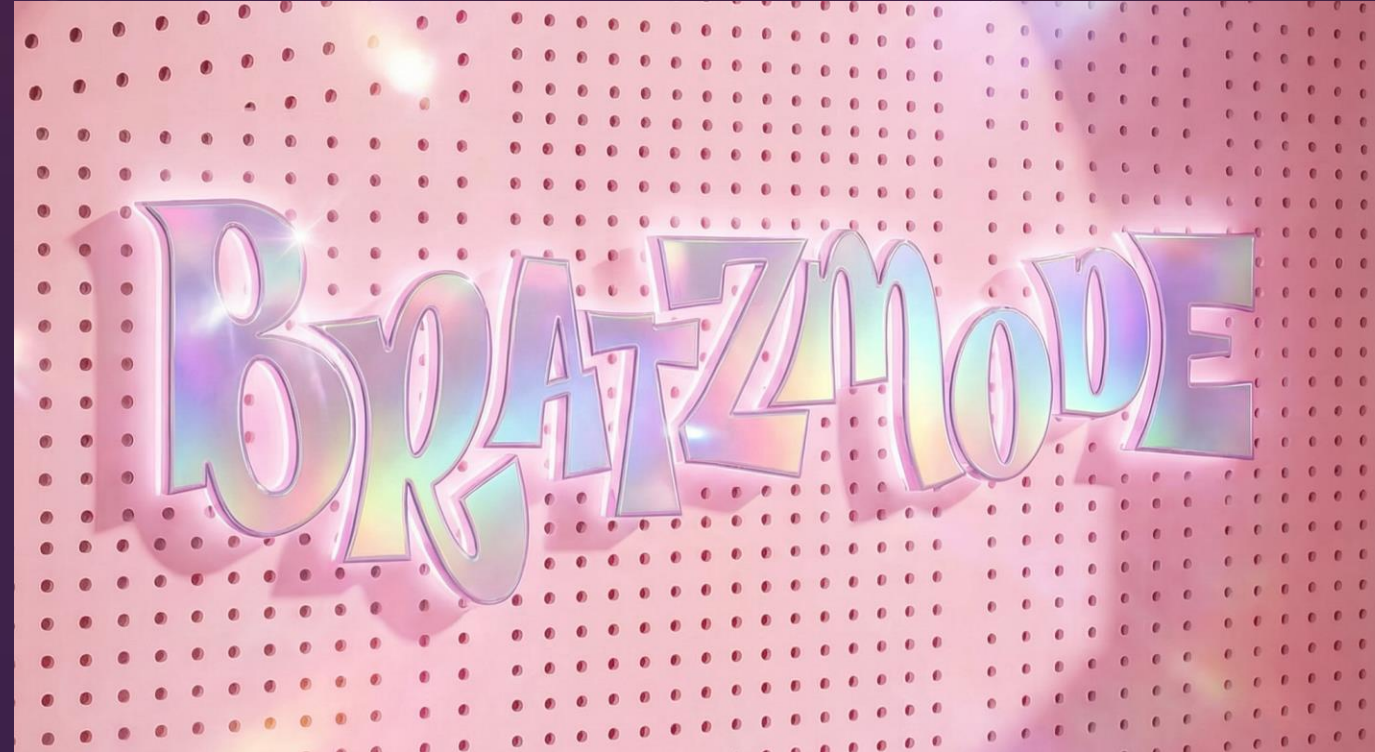
ARCHETYPE INFLUENCE

BRAND ARCHETYPE: THE REBEL

BratzMode challenges the mainstream and celebrates self-expression through beauty, energy, and edge.

- Daring, unapologetic, and fiercely individual
- Rejects the dull, mainstream aesthetic of traditional energy drinks
- Inspired confidence, self-expression, and power through glam rebellion
- Speaks to those who live loud, stand out, and break the rules

STORE CONCEPT



CAMPAIGN IMAGERY



CAMPAIGN IMAGERY



SECONDARY ELEMENTS



STATIC LAYOUTS



STATIC LAYOUTS



STATIC LAYOUTS



STATIC LAYOUTS



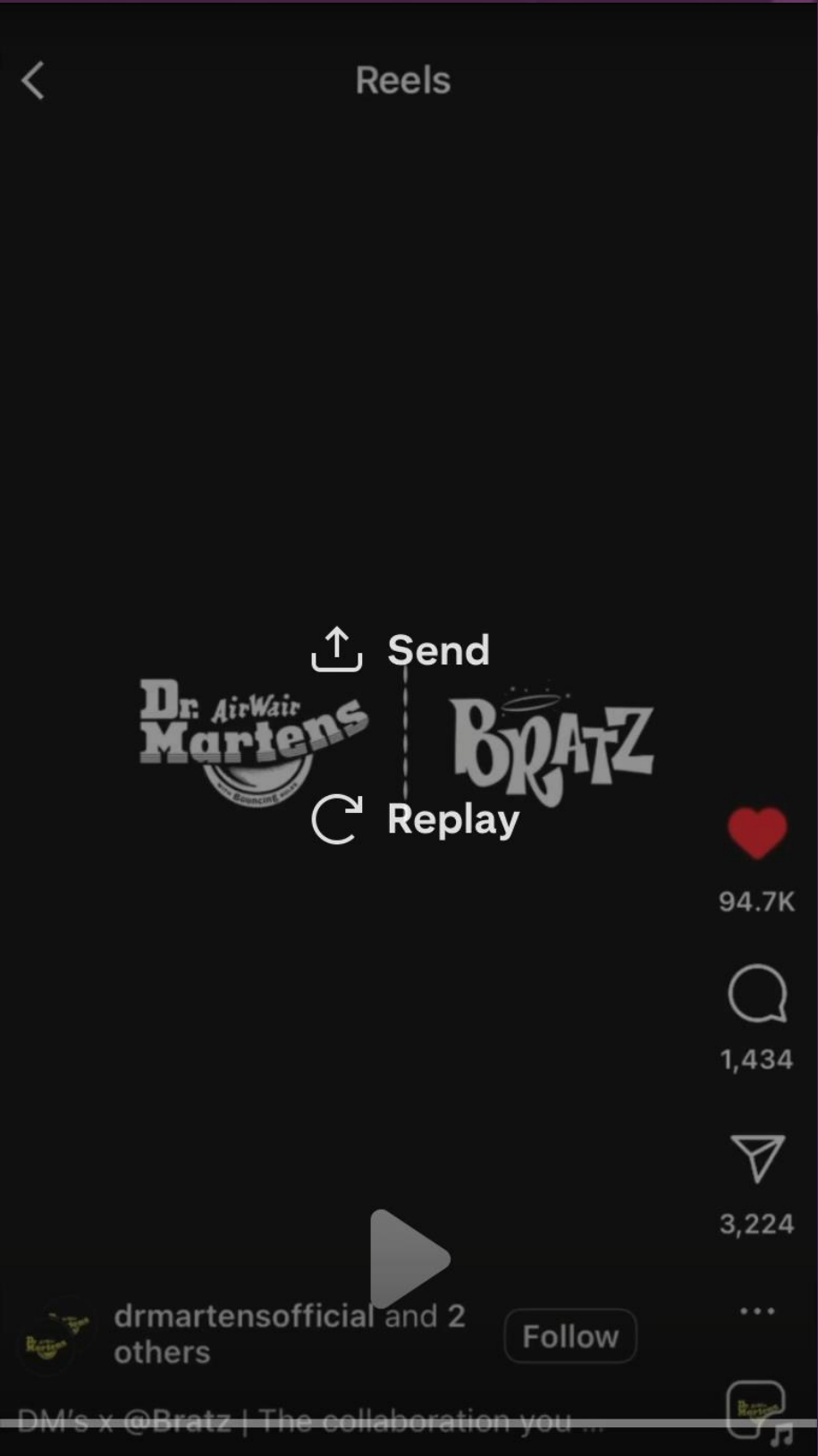
MOTION DIRECTION STATEMENT

The motion for BratzMode capture confident chaos, fast cuts, glossy textures and electric rhythm. Every transitions feels rebellious yet controlled, mirroring the pulse of Y2k glam culture. Movement emphasizes shine, attitude, and transformation, turning every frame into a flash of energy.

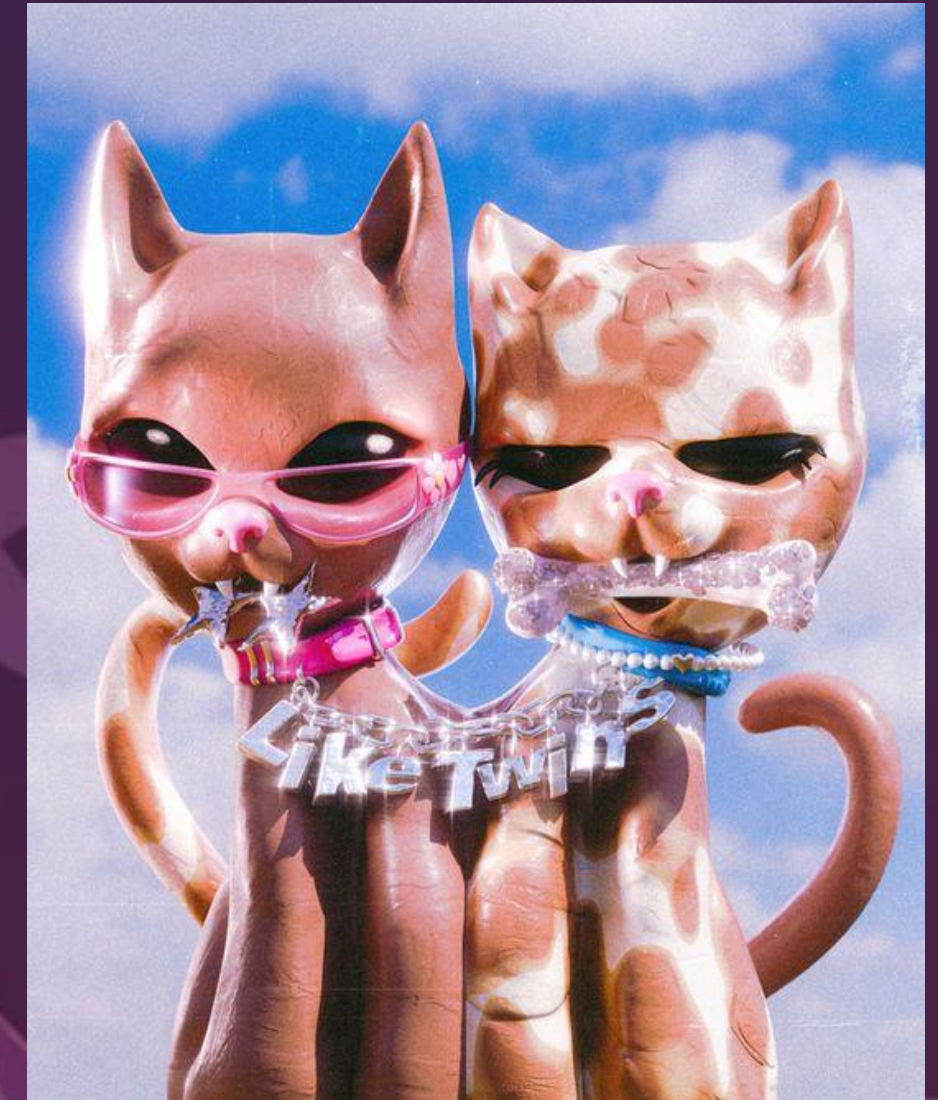
Keywords:

- Bold
- Rhythmic
- Rebellious
- Glam

MOTION REFERENCE BOARD



MOTION REFERENCE BOARD



STORYBOARD OVERVIEW



Starts out panning towards Bratzmode Magazine

0:00-0:02



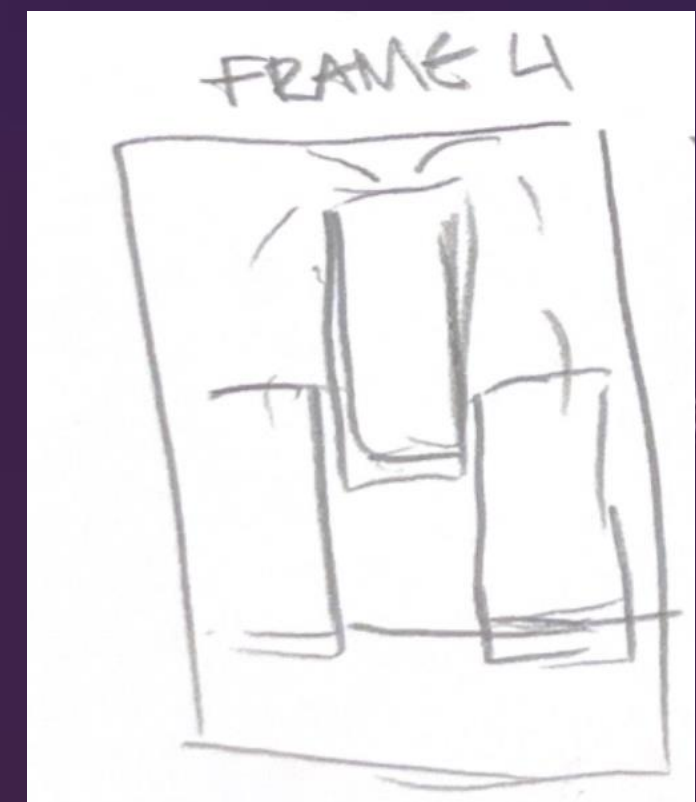
Magazine flips open to page with Bratzmode cans editorial pic.

0:02-0:04



Camera pans out and moves fast to the right with slight blur.

0:04-0:06



Camera halts and pans lightly out. One can floats up and opens and drinks pours out.

0:06-0:07

STORYBOARD OVERVIEW



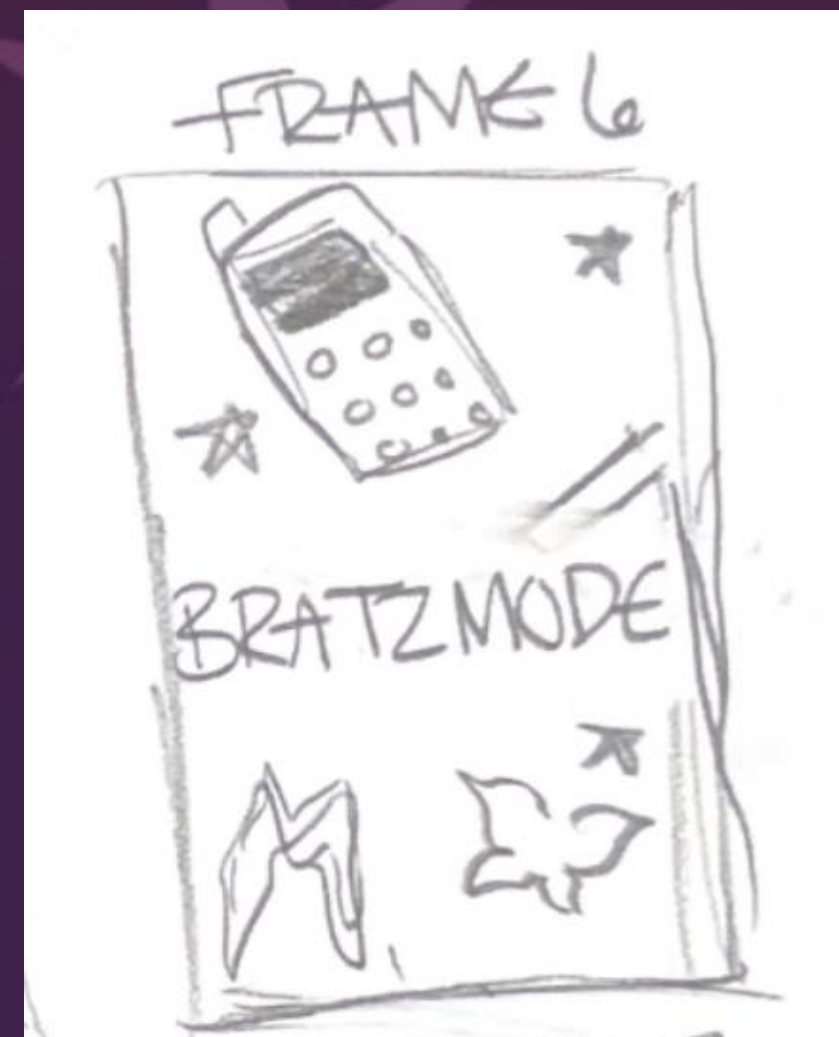
Drink's sparkly liquid covers camera's view and drips down

0:07-0:09



Drink liquid exits and view is cleared to the next view...

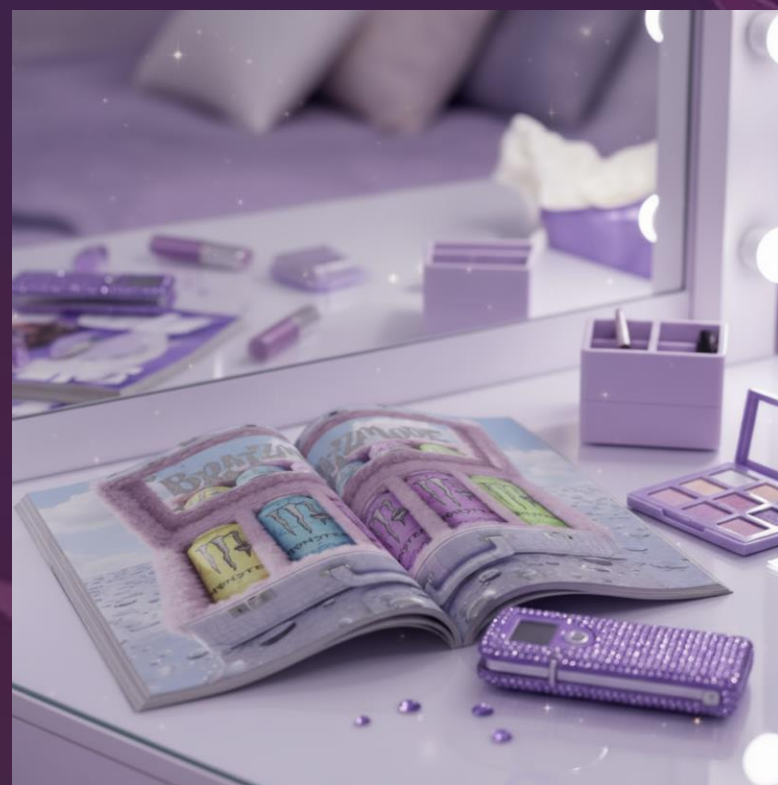
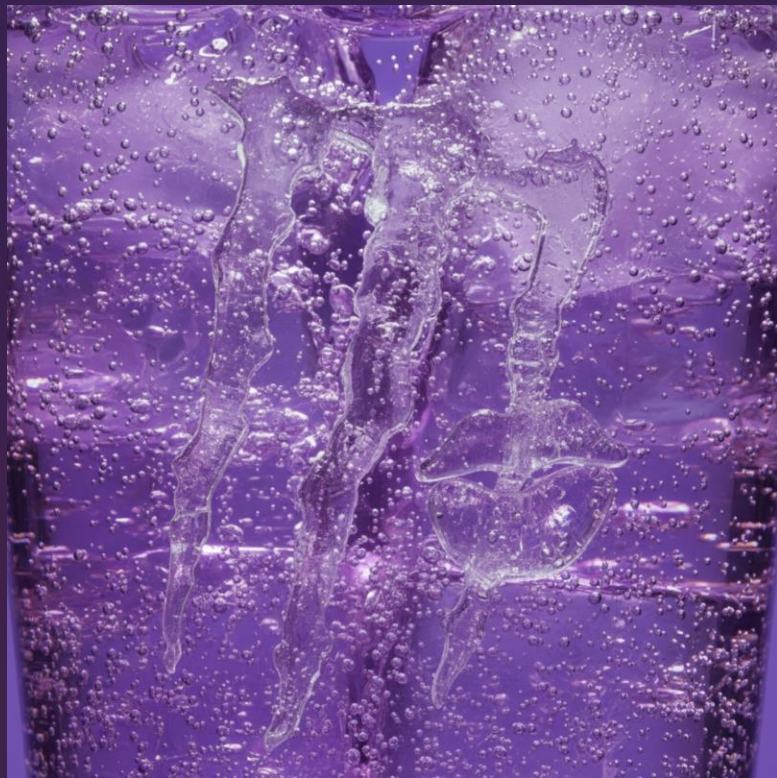
0:09-0:10



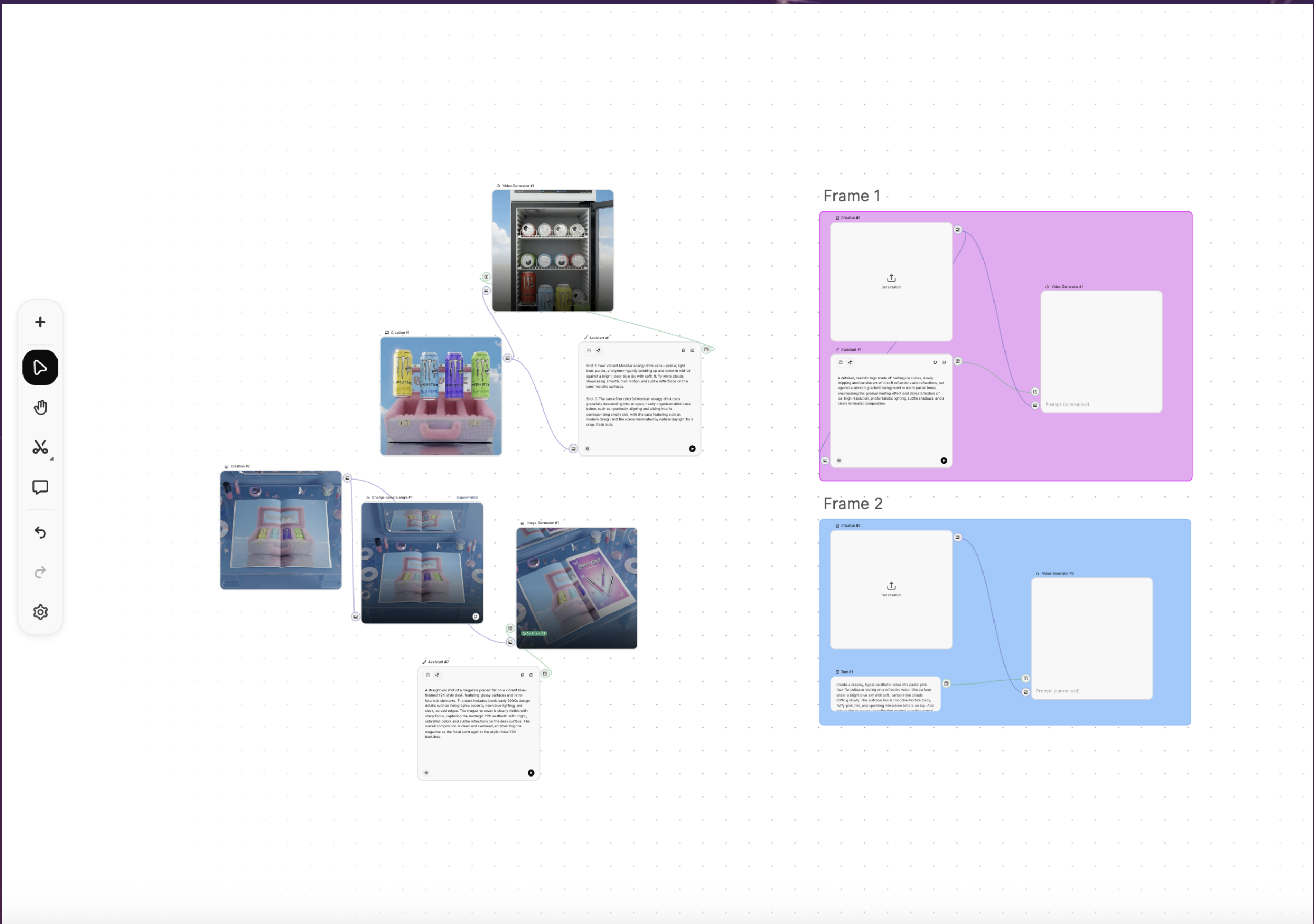
Video ends with the camera panning out slow with brands logos and secondary elements in shot

0:10-0:13

GENERATED STILLS



SPACES BOARD



UPDATED GENERATED STILLS



