

ALTER EGO

PROCESS BOOK

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OVERVIEW

Alter Ego is targeted to young adults who are interested in raves, music festivals, and anyone who wants to sparkle on a regular basis. This product is a healthier and safer way to get the same high any drug could give you. In order to activate the drug, you have to download the Alter Ego app that I created. There are three levels, the higher the level the higher you get. The drug will allow your alter ego to shine though with a confident, sexy, and bold personality. The packaging includes both an information card and a festival flyer with upcoming events.

DUSTY

- Covered with, full, of, or resembling dust
"Dusty old records"
- (of color) dull or muted
"Patches of pale gold and dusty pink"

SYNONYMS

Chalky	Foggy
Dirty	Debris
Sandy	Messy
Crumbly	Unclean
Friable	Untouched
Grubby	Particles
Pale	Sooty

ANTONYMS

Clear	Spotless
Clean	Purified
Immaculate	Original
Neat	Shiny
Pure	Polished
Beautiful	Greasy
Spotless	Colorful

DAYDREAM

- A series of pleasant thoughts that distract one's attention from the present
- Indulge in daydreams
"Stop daydreaming and pay attention"

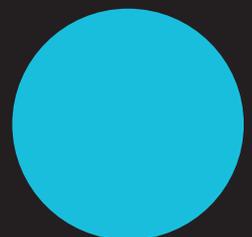
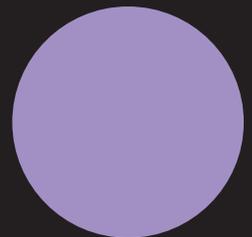
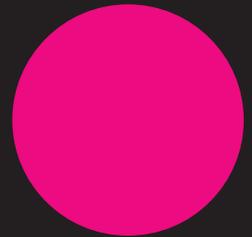
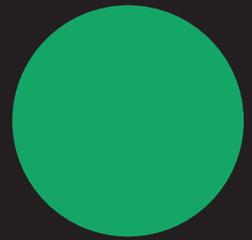
SYNONYMS

Vision	Illusion
Wish	Fantasize
Trip	Delusion
Imagining	Envision
Fancying	Figment
Conceiving	Picture
Stargazing	Dreaming

ANTONYMS

Reality	Realness
Actuality	Substance
World	Humans
Fact	Humanity
Existence	Concentration
Certainty	Focus
Truth	Imperfection

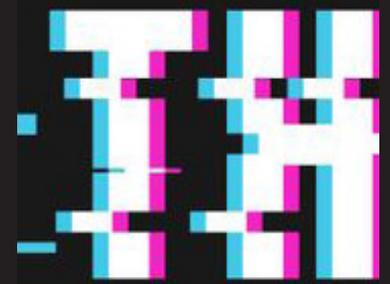
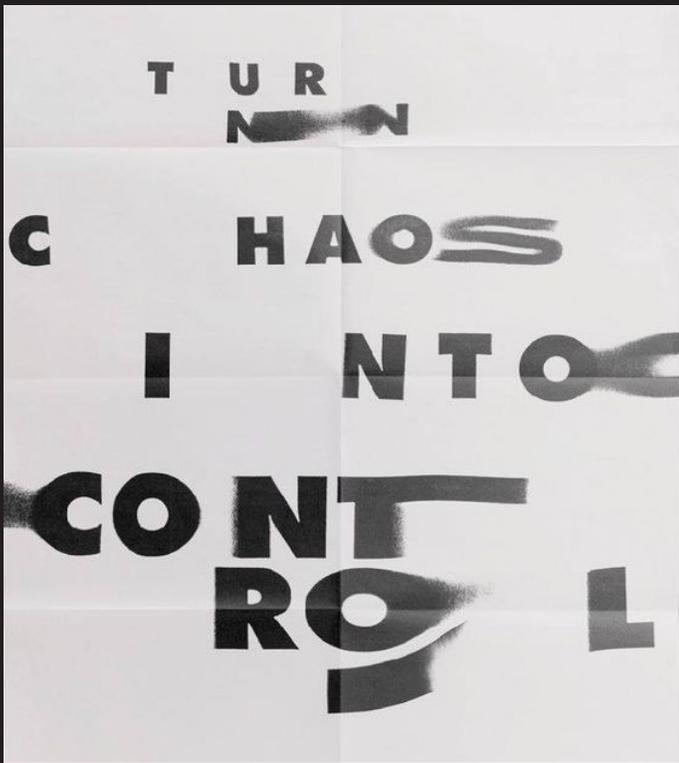
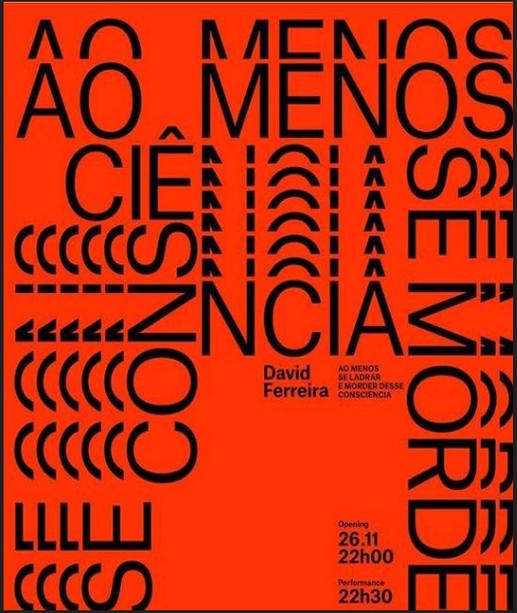
COLOR PALETTE



INSPIRATION



TYPE INSPIRATION



TYPE STUDY

ALTER EGO

Blacklisted

ALTER EGO

Doctor Glitch

ALTER EGO

Whisper Quiet

ALTER EGO

Distort Me

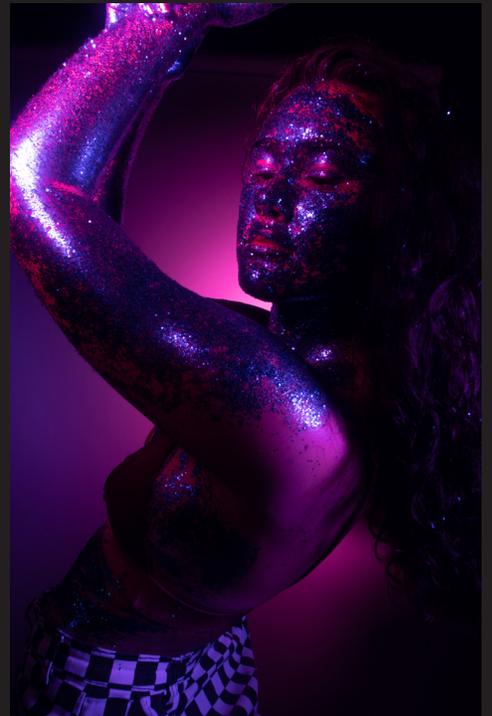
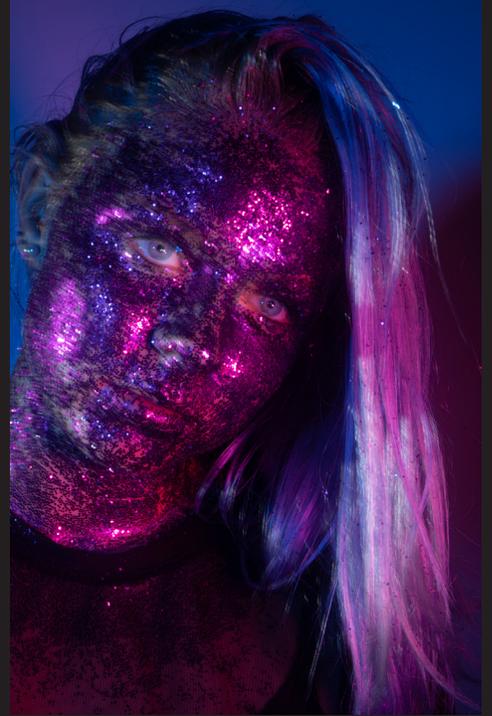
ALTER EGO

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PHOTOGRAPHY



PHOTOGRAPHY



AD CAMPAIGN



GLITTER
IS MY MAKEUP
OF CHOICE

AE

Download the App Today



**LIFE IS BETTER
WHEN YOU'RE
COVERED IN
GLITTER**

*Look good and feel good in the New
Alter Ego Body Lotion*

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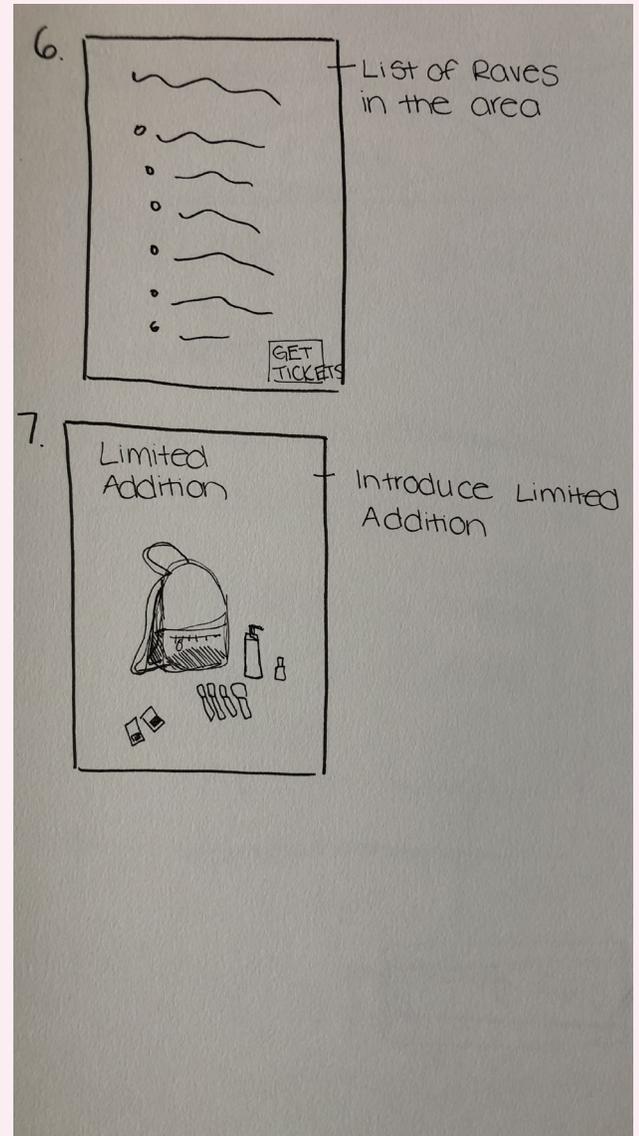
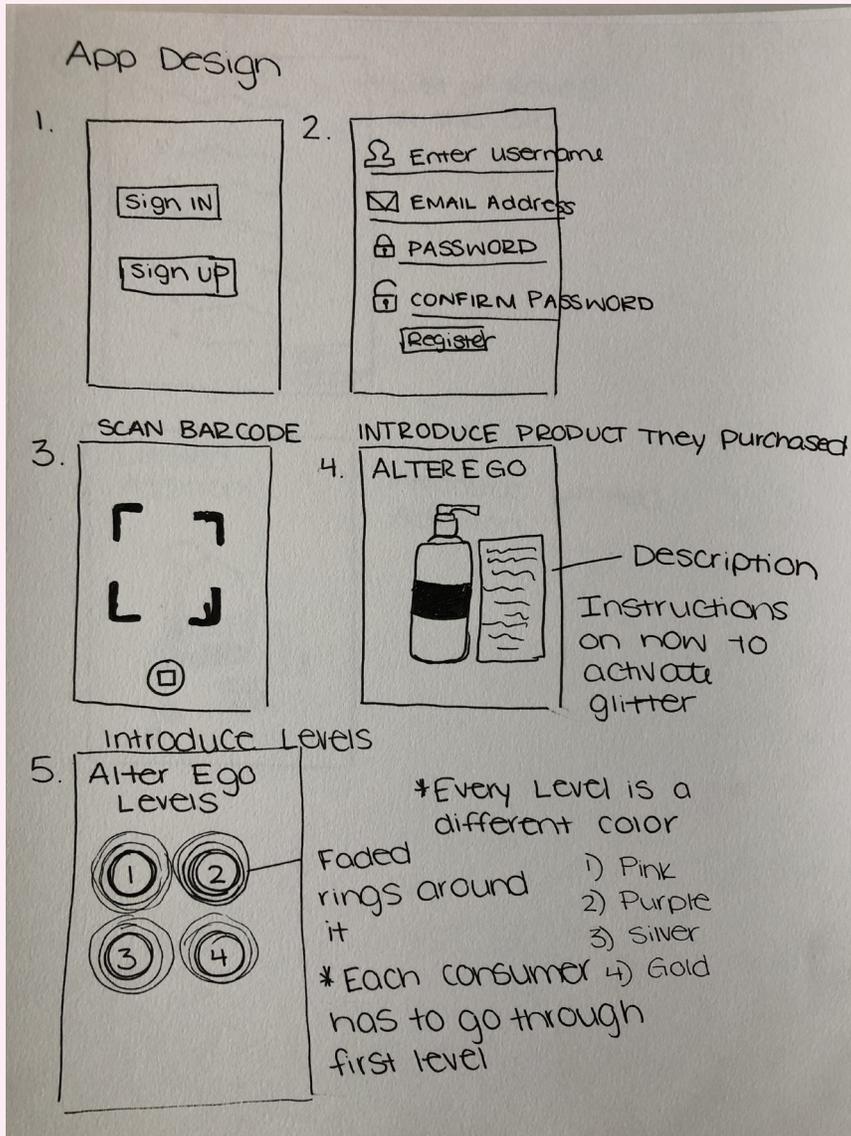
ALTER EGO

GLITTER
IN MY SHEETS
DANCING ON
NO SLEEP

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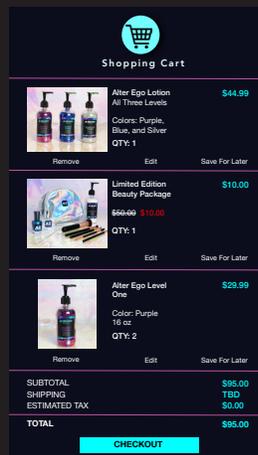
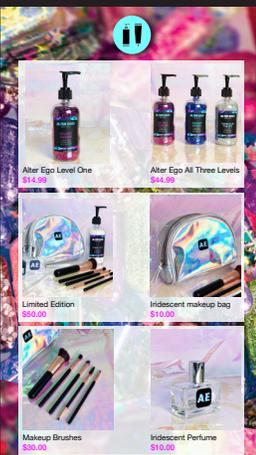
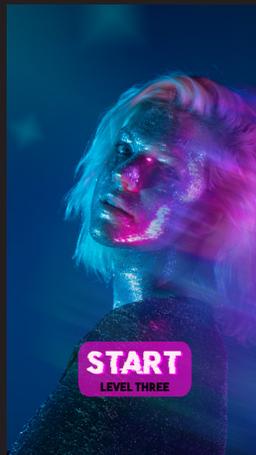
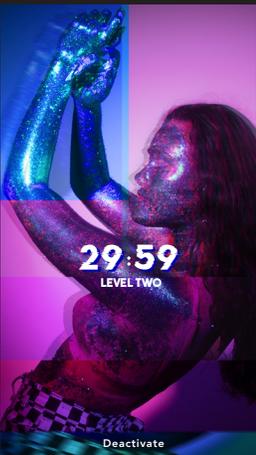
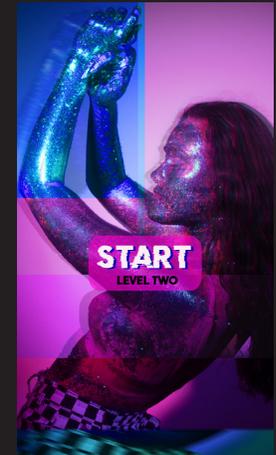
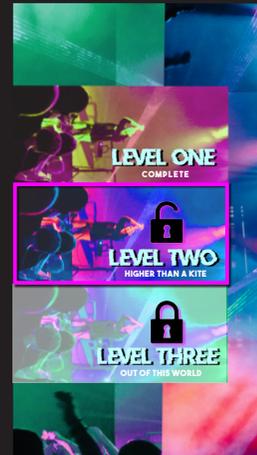
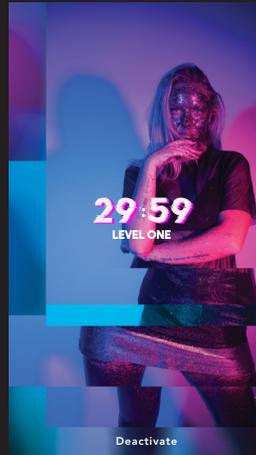
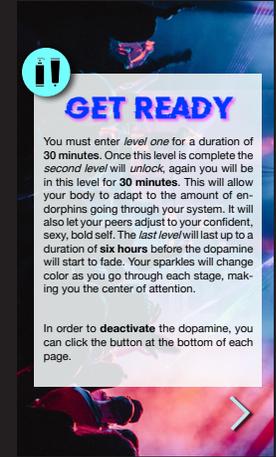
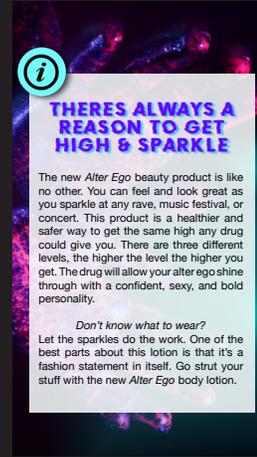
Download the App Today

APP RESEARCH

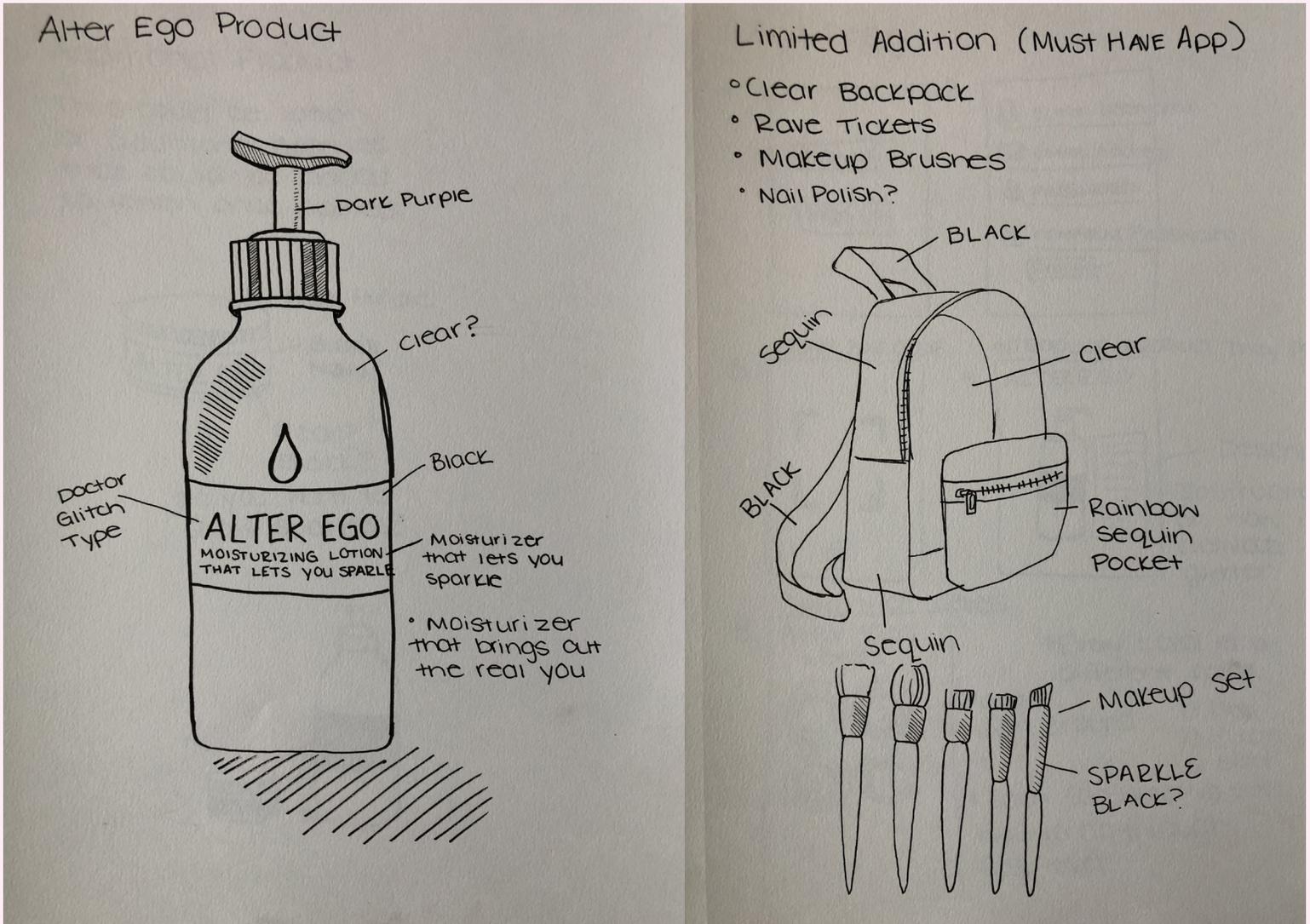


The Alter Ego App is the only way you can activate the lotion. First you will sign up, scan your product, then you will see six different icons, all of which lead to a different pages. There's an information page explaining how to unlock each level, giving all the details about the lotion. The Levels page, where you will start your journey. There's a page for upcoming festivals including the location and date of the event. A social media page that features the Alter Ego Instagram where you can tag your pictures. The Alter Ego Lotion page where you can view all products and have the option to purchase them. Lastly, the Shopping Cart page where you can check out your items.

APP DESIGN

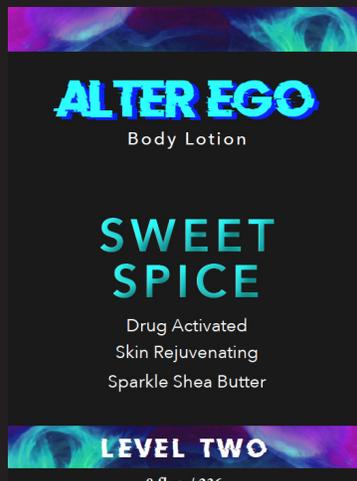


PACKAGE DESIGN RESEARCH



Inside of the Alter Ego package contains an information card, explaining how the lotion works and how to activate the product. A flyer, listing all the different festivals coming up with dates and locations. Three bottles of lotion representing the three main levels purple, blue, and silver. There's also a limited edition package that is featured, which would all be packaged the same as the bottles.

LABELING



ALTER EGO

UPCOMING FESTIVALS

Tomorrowland	Jul 20- Jul 29, 2018 <i>Los Angeles, CA</i>
Sunburn Festival	Dec 4- Dec 8, 2018 <i>Houston, TX</i>
Snowbombing	Apr 9- Apr 14, 2018 <i>Mesa, AZ</i>
Balaton Festival	Jun 1- Jun 5, 2019 <i>Las Vegas, NV</i>
Hideout Festival	Jul 16- Jul 20, 2019 <i>Miami, FL</i>
Moon	Jul 11 - Jul 12, 2019 <i>Atlanta, GA</i>
Street Parade	Sep 4 - Sep 6, 2019 <i>San Francisco, CA</i>

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Download the Alter Ego App and buy tickets today!

ALTER EGO

The new Alter Ego beauty product is like no other. The glittery lotion will allow you to feel and look great as you sparkle at any rave, music festival, or concert. This product is a healthier and safer way to get the same high any drug could give you. There are **three different levels**, the higher the level the higher you get. The drug will allow your alter ego to shine through with a confident, sexy, and bold personality.

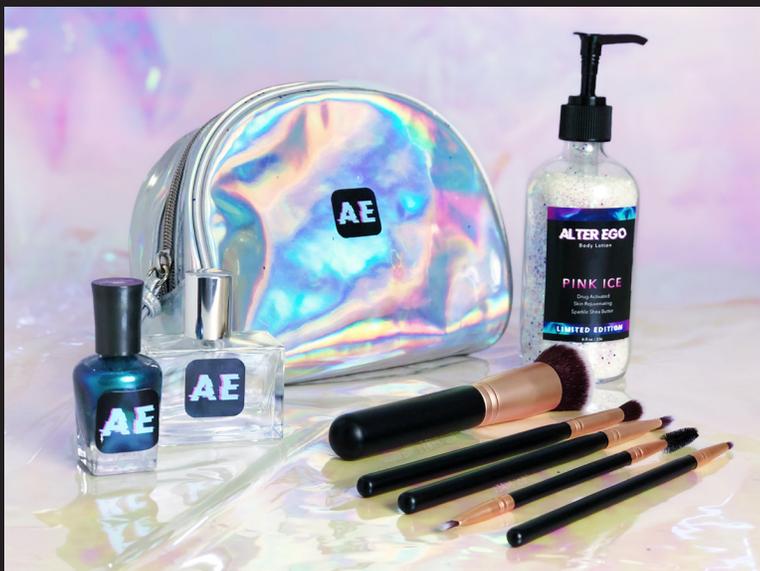
In order to activate the glitter, you must download the Alter Ego App. There you can find our collection, along with our limited edition glitter kit. Remember this lotion may be used for fashion purposes only if you do not wish to activate the dopamine.

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PACKAGING PHOTOGRAPHY



PACKAGING PHOTOGRAPHY



THANK YOU