

# Naked & Jones



Naked & **Jones**  
BRAND DEVELOPMENT COMPANY





SURE, YOU CAN BE THE  
**SPACEMAN...**



...OR A **GUITAR ALCHEMIST...**



WHY NOT EVEN **THE PRESIDENT**...?



*Yeah, sure,*  
**ANYBODY**  
CAN ACHIEVE THEIR DREAMS

**WHAT THEY**

**DON'T TELL YOU**

**Is that it helps**

**President and  
Secretary of State  
to Meet Tomorrow**

*Storm Clouds on the Horizon*

**TO BE**

**SOMEBODY**

**first**

**WE  
KNOW  
WHO  
YOU  
ARE**





# YOU ARE WHAT THEY SEE

DO YOU HAVE AN **IMAGE**?

A **REPUTATION**?

NOPE?  
NOTHING?

BEATS HAVING  
A **BAD ONE**, I GUESS...



IT'S **SHARK INFESTED**  
WATERS OUT THERE.  
AND YOU ARE  
THE **BLOOD DROP**.

IT AIN'T PRETTY.

WE CAN'T ALL BE SHARKS...

WHAT A  
**DULL WORLD**  
THAT WOULD BE

**BUT!**

YOU KNOW WHAT I LIKE?

I LIKE **CATS**.

WHEN A CAT  
ATTACKS YOU  
SHE'LL RUN  
TOWARDS YOU  
SIDEWAYS AND  
WITH HER  
BACK **ARCHED**.  
IT'S QUITE A SPECTACLE.

SHE THINKS SHE SEEMS  
**BIGGER** THAT WAY,  
**MORE THREATENING**.  
SHE USES **EVERYTHING**  
SHE'S GOT.  
SHE'S GIVING ME HER  
**BEST ANGLE**.

THAT'S NO LIE,  
THAT'S **STRATEGY**.  
SHE IS CREATING AN  
**IMAGE**.

DO WRITE  
THAT DOWN.



PEOPLE LOOK AT IMAGES  
OF THINGS MORE THAN AT  
THE THINGS THEMSELVES.  
THEY'RE OH SO VERY BUSY.  
AREN'T THEY?  
THE BEST YOU CAN HOPE  
FOR IS ONE JUDGMENTAL  
GLANCE AND THEN, WITH  
ONE 'like' AND MAYBE ONE  
'share', YOU SIMPLY  
VANISH.  
YOU HAVE TO MAKE THAT  
SECOND COUNT. GRAB  
THEIR IMAGINATION.  
BE THAT IMAGE THEY  
WANNA PRINT OUT AND USE  
FOR CHRISTMAS GIFTS  
WRAPPING.

SO TRY, TRY TO BE  
SMART. BE MEMORABLE.  
BE **SPLENDID**.



# YOU ARE WHAT YOU WANT

WHAT EXACTLY ARE YOU AFTER ?







**YOU ARE**  
**WHAT YOU MAKE**

*YOUR PRODUCT. IS IT ANY GOOD? WORTH CHATTIN' ABOUT?*





THEY'RE ADVERTISING DETERGENT  
LIKE IT'S THE **GODDAMN**

**CURE FOR CANCER!**

IT'S JUST DETERGENT.  
YOU KNOW IT.  
I KNOW IT.

FIRST MISTAKE OF ADVERTISING,  
IS TREATING PEOPLE LIKE  
A BUNCH OF MORONS:

**SOULLESS,  
BRAINLESS,  
SPINELESS  
MALL CREATURES,**  
READY TO SWALLOW  
**EVERYTHING** AND  
**ANYTHING** YOU PUT  
ON THEIR PLATE,  
THE MORE IDIOTIC  
THE BETTER.

I'M NOT SAYING  
SOME OF THEM **AREN'T**. BUT EVEN  
THE **SILLIER** ONES SURELY KNOW  
THAT AFTER-SHAVE DOESN'T GET  
YOU LAID AND ICE CREAM DOESN'T  
CURE LONELINESS.



EXHIBIT A: MORON

YOU DON'T MAKE FRIENDS  
BY **LYING**. AND

YOU CAN'T SELL  
THE CHIHUAHUA  
TO THE LION-TAMER



SO WHAT SELLS **QUALITY**

**BETTER AND FASTER THAN**

**one  
thousand**

POMPOUS  
PATRONIZING  
PERNICIOUS  
**shitty-witty**

**ADS**  
?



**THE NAKED TRUTH,**  
MR. JONES.





# YOU ARE WHAT YOU DO

**ATTITUDE!** THAT'S A MILLION IN THE BANK RIGHT THERE

EVER HEARD  
A CHICKEN  
ROAR?



WELL, NEITHER  
HAVE WE.

THE CHICKEN  
WON'T ROAR.

JUST LIKE A FLY  
WON'T BE TALL...

OR A TOAD,  
GRACEFUL....

IT JUST NEVER  
HAPPENS...



ATTITUDE COMES  
FROM PERSONALITY.

SO MAKE SURE YOU  
HAVE ONE.

THERE IS, HOWEVER,  
SUCH A THING AS  
TOO MUCH  
PERSONALITY:



POWER DOES NOT  
MEAN FORCE.

LEADERSHIP  
DOES NOT  
MEAN SCREAMING.

LYING DOES NOT  
MAKE YOU SMART.



THERE'S  
ELOQUENCE  
IN SILENCE  
AND THERE'S  
CONSPIQUITY  
IN ABSENCE.  
YOU DON'T HAVE TO  
**ELBOW**  
YOUR WAY IN ALL THE TIME.  
"CRAZY", "COOL" AND "HYPER"  
ARE WHAT HAPPENS WHEN  
AVERAGE  
COMPENSATES

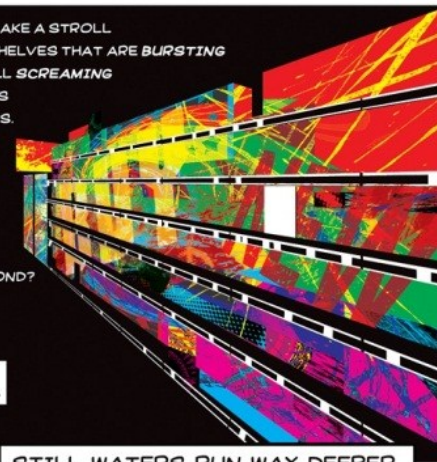
GO TO THE STORE, TAKE A STROLL  
TO ONE OF THOSE SHELVES THAT ARE BURSTING  
WITH PRODUCTS, ALL SCREAMING  
WITH VIVID COLORS  
AND LARGE LETTERS.  
TAKE A QUICK  
GLANCE AND  
CLOSE YOUR EYES.

WHICH ONE  
STOOD OUT  
IN THAT SPLIT SECOND?

THE PLAIN  
WHITE ONE.

THE ONE  
**NOT** SCREAMING.

STILL WATERS RUN WAY DEEPER



I SOMETIMES CHOOSE MY DRINK BASED ON THE ATTITUDE OF THE WAITRESS. JUST A FEW HANGOVERS  
LATER YOU START TO SEE THE DIFFERENCE BETWEEN LOOKS AND PERSONALITY MUCH, MUCH CLEARER.





**YOU ARE**  
**WHAT YOU THINK**  
DO YOU IMAGINE?

AREN'T YOU SICK OF GETTIN' THAT ORANGE JUICE WITH PULP,  
ONLY TO FIND OUT SECONDS LATER AND THE HARD WAY THAT  
THE PULP HAS BEEN MANUFACTURED **SEPARATELY**, OUT OF  
GODDAMN **CELLULOSE**?

IT'S LIKE SMELLING PLASTIC FLOWERS...

IT'S LITTLE THINGS LIKE THIS...

CAN WE THINK OF  
SOMETHING BETTER?  
SOMETHING LESS  
EXHAUSTING AND  
LETHALLY BORING?

IT TAKES GUTS  
TO BE **TRUE** AND **SIMPLE**.

WE'D LIKE TO THINK THERE'S  
STILL SOMETHING CHARMING ABOUT  
BEING **SUBTLE**, **GRACIOUS**, **FAIR**...

NAKEDNESS ISN'T SOMETHING  
YOU SHOULD COVER UP IN SHAME.

IT'S TO BE **ADMIRER**, **RESPECTED**  
AND **TREASURED**...

AMONG  
OTHER  
THINGS...



**brand•ing** ['brændɪŋ] *noun* , The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.

*(BusinessDictionary.com)*

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RALUCA DOBRE

ADRIAN ISAIA

ALEXANDRU POPESCU

LIANA URSACHE

[nakedandjones.com](http://nakedandjones.com)

[office@nakedandjones.com](mailto:office@nakedandjones.com)

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CALL FOR  
SUNSHINE

