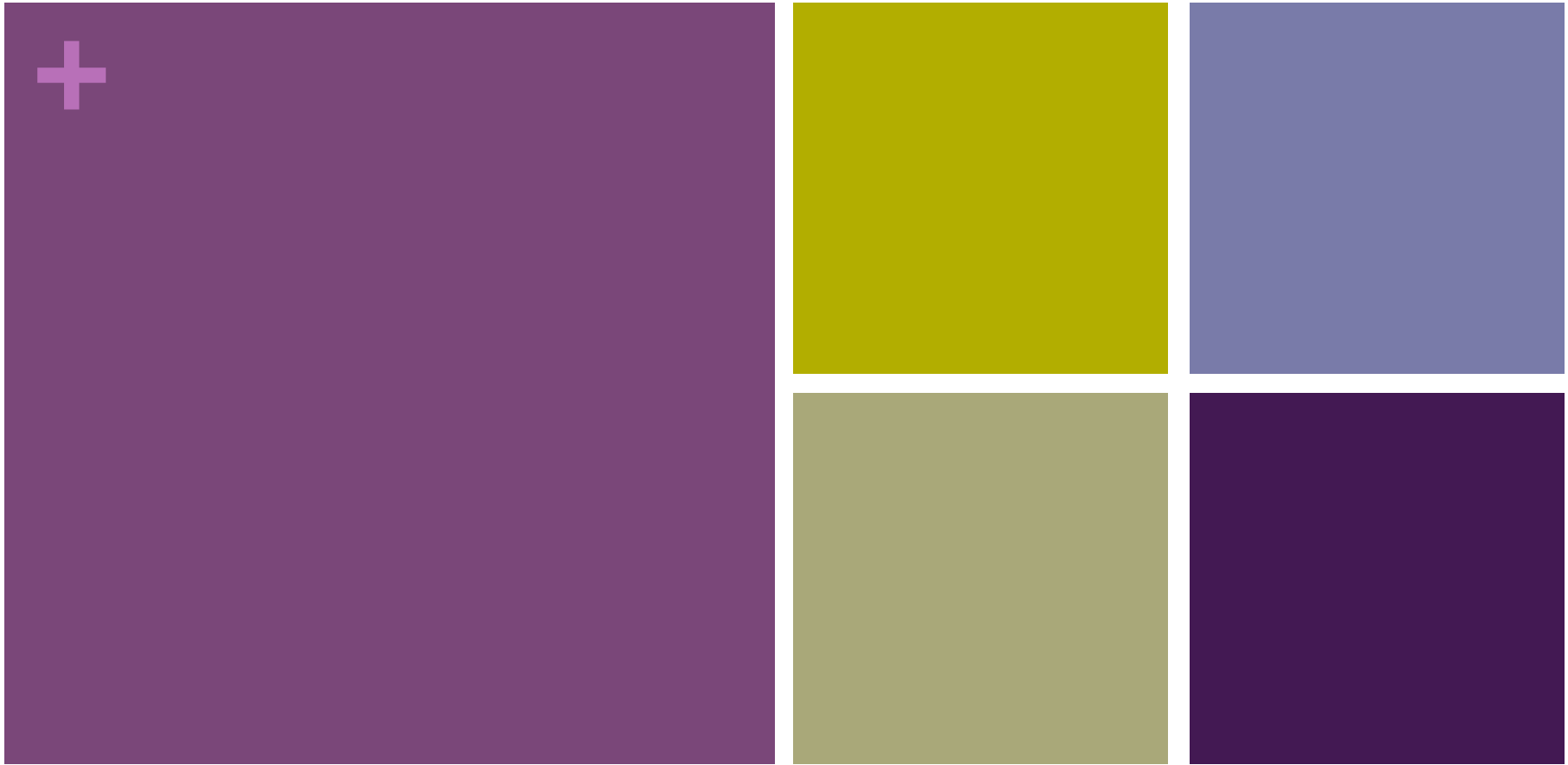




Arnaldo Bernardo – S00702025

+ Brand Driver: Change master Dynamic – Strong - Adapting



I see myself as wolf for the ability to adapt to different environments and either cooperate or work alone



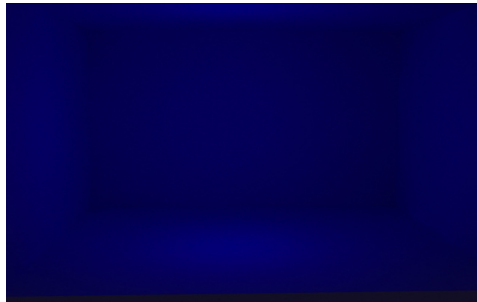
The BMW M4 is a car with 2 different personalities: sporty and calm depending on the situation



OXO's peeler is a grate example of adaptability and constant evolution, a metaphor of me.



The wave is the representation of of the sea can be beautiful and calm but also powerful sometimes



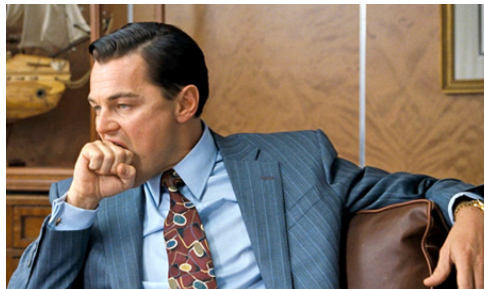
Blue is a colour adaptable to different situations depending on its shade



This picture represent my vision of success. Sometimes we have to push our self up the mountain



The creation of Adam is the example of how a beautiful piece of art is always recognized



Leonardo Di Caprio is my favorite actor for his adaptability



Steel is a strong, adaptable, dynamic material. A bit like me.