

TurkeyTek Brand Identity Workout 2020:
"Pietas et Gravytas"

The following are simple exercises meant to help integrate endorsed third party brand entities with the TurkeyTek brand identity. They take the form of easy-to-implement alterations to whatever local Thanksgiving creative you already have installed.

Exercise 1: Add a Pie.

And not a safe familiar pie; add a pie you've heard of but never tasted. Or recapture a lost beloved pie from your childhood (real or idealized). A pie that came to you in a dream? Perfect. A pie that doesn't make sense -- that should on no account be served -- that might not be legal or edible or even embeddable into Euclidean 3-space. Absolutely.

Then share your pie with us! (Please do not ship actual pie to DCSM; encouraged "sharing" is strictly metaphorical.) Pastry is nice but what we're really hungry for here at DCSM are detailed technical reports!

- Decision Process: How did you select which pie to add? Maybe you used a modern piedeatation process; or maybe you found inspiration in nature; or maybe you threw darts at a UMAP-rendering of compactified dessert-space. Share the details. What were some rejected ideas? Was there early concept art?
- Fabrication Details: Include documentation of all probable concomitant safety hazards and legal gray areas.
- User Reviews: Provide data in both quotable (for marketing purposes) and numerical (for data mining) formats.
- Extensive Photodocumentation

Exercise 2: Double your Gravy.

Doubling your gravy entails ramping up numbers to 200% on both the production and consumption ends.

On the production end: this is an open-ended sandbox problem. One strategy might be simply to double the quantity of traditional turkey gravy produced. Another strategy might be to double the number of different gravies produced, leaving production at 100% per gravy. Of course: other strategies are possible. Be unnecessarily creative! Perhaps you might thicken and aerate

the gravy to double its volume. Feel free to implement more than one strategy -- 200% is a lower bound.

On the consumption end: we strongly recommend pursuing a strategy of exploring novel use-cases for your gravy -- as opposed to e.g. doubling your quantity of mashed potatoes. It's inevitable that by 2036 most food will be consumed with gravy; we need to establish TurkeyTek as the brand leader in non-traditional gravy applications. Our job is not to convince people that we have the best gravy; our job is to convince people of gravy itself. A critical ingredient in our campaign will necessarily be a comprehensive understanding of effective gravy applications. So we need to start mapping the space of gravy use-cases using the chef's favorite tool: The Scientific Method.

For these gravy reports in particular: the production end is interesting; but the consumption end is critical. We want data regarding as many novel gravy use-cases as possible!

- User Reviews: Provide data in both quotable (for marketing purposes) and numerical (for data mining) formats.

- *Extensive* Photodocumentation

Exercise 3: Hard Sauce.

Please send the results of your brand-alignment exercises to turkey.command@gmail.com
Exercise results will be made available via turkeycommand.com