



WHITE
CAMINO X doodlar

Dream - What's it all about?

WHITE
CAMINO

Dare to dream, we double dare you. We are expert at thinking big, bright, occasionally bonkers and never boring. In dreams we are free to go wild and explore without judgement. We are here to help you dream and tell your brand story in ways that get the pulse racing and pupils dilating. We love to play with the power of language. We are infinitely curious, nosey in fact, with a billion tabs open because that's how creative thinking works. Thoughts ruminate away in the subconscious ripe for the picking when that juicy brief lands.

Armed with consumer insights and pure gut instinct, we bring fresh energy and perspective to examine where you're at and reframe jarring or dusty propositions. We encourage you to share your ambitions, what you love and hate and challenge us to unpick the knotty mess and turn it into something beautiful. Crafting a compelling story which is so distinctive it stays front of mind. The brand narrative then guides all the other exciting thinking and doing. We can then go on to create your visual identity and a smart, holistic brand plan. Peachy creamy.





Dream: Brand Audit Workshop

The Challenge

Doodlar is an exciting new app, at the forefront of technology where AR and ML collide creating a new breed of interaction. Being a start up, the product came first and naturally the brand narrative and strategy had to take a back seat.

The Solution

To arrive at a consensus on their reason for being, what they stand for and how they communicate, we conducted a brand audit. We looked at every aspect of their business and the brand, no stone unturned.

The Approach

Challenger thinking, competitor analysis and customer perspectives rocketed us to a point where we could edit and compile all the brand messaging in the right tone and right personality.

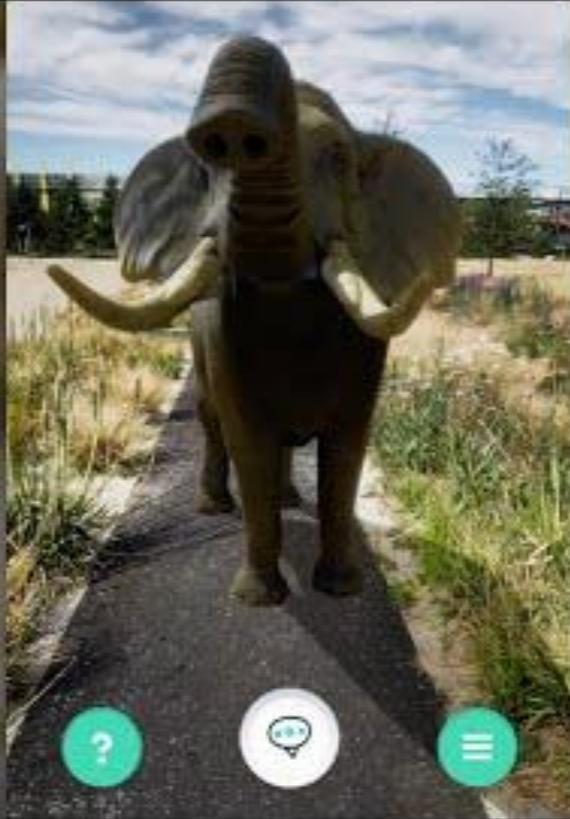




The big
reveal...



WHITE CAMINO



Vision & Mission



Legacy --- MAKE DRAWING REAL

“A magical product for users, that makes drawings real. Released during the AR revolution; doodlar helped shape AR interaction design through innovative use of emerging technologies”



Vision & Mission



Give everybody the power to create magic

Create magic in play, discovery and education through emerging technologies.

We bring your drawings to life, so every interaction with doodlar feels like magic.



In their own words...



“Working with White Camino helped us arrange our thoughts and stack them in a compelling order. Leaving us with a consistent messaging hierarchy that lets us easily tell our story and what we stand for. They were also all round good eggs who instantly got what we’re after.” Mat Dobson, Co-Founder of Doodlar

