Qubo Creative is a consultancy that shapes influential brands through strategy and creative. In our world, effective communication is shaped by a collective of many parts. We work with changemakers and companies that are seeking to change the narrative. The founders, Reyna Cazares and Marcos Contreras established Qubo Creative in 2018 after working in media, art, and communications. We noticed a lack in diverse run creative agencies that strived to appropriately showcase the real narrative without assumptions and stereotypes. We wanted to shake the industry by bringing in our perspective along with our peers.

Reyna’s first love started with fashion merchandising, creative writing and print journalism. She’s worked with local and national publications such as Seventeen and Latina Magazines in New York City. From there, she went on to work in market research running national and global data surveys for brands like McCormick, SHRM, and Netflix. Before venturing out to Qubo Creative, she managed a media production agency where she produced campaigns, social media accounts, and visual media.

Marcos’ background started in art theory, learning what works and what doesn’t in visual and strategic communications. He has a background in art galleries and enjoys studying what makes historic pieces captivating. Prior to Qubo Creative Marcos worked at art galleries in New York City and local creative agencies. His true passion is to deliver authentic communication whether it be marketing material, a campaign, or building a brand—knowing a consistent strategy can deliver the right magic.
Brand Identity

A brand identity sets the foundation, feeling, and aesthetic of an idea.
The main goal was to create a brand aesthetic that would resonate with youth of communities impacted by the war on drugs.

The identity should reflect:

- Youth Empowerment
- Racial Equity
- Youth Leadership
- Community led
- Clear/Honest representation
- Bottom-up approach
- Youth Culture
- Shouldn’t feed into stereotypes
• Nearly 100% own a smartphone and spend over 4hrs per day online. ¹

• 73% of those surveyed indicating they feel it’s important to be respected by peers.²

• 64% they’re constantly online and more than half are more insecure without their phone versus their wallet.³

• They own: Phone, Laptop, PC Tablets, Gaming consoles, TV streaming sticks, Smartwatches, E-readers, Smart wristbands, and VR devices.⁴

Source (1-4): https://www.clickz.com/gen-z-consumers-nearly-100-percent-own-a-smartphone-and-spend-over-4-hours-per-day-online/246757/
In general, Instagram and YouTube dominate Gen Z’s social-media usage, with more than 60% percent saying they use them every day.¹

Process
Process

Creative brief > Verbal Questionnaire + Visual Questionnaire

Listening Session Nevada City / Sacramento

> Revisited Verbal Questionnaire + Visual Questionnaire

= Creative Concept
Listening Sessions

During the listening sessions we found that youth are still influenced by pop-culture such as influencers/content creators, fashion, art and events

- Social Media
- Music & Events
- Art Shows
- Zines Shows
- Experiential Events

- YouTube Meet Ups
- Influencers
- Content Creators
- Fashion
Visual Inspiration

How do each of these images make you feel? Please write down your thoughts.
Concept
Make It “COOL”

If pop culture has made substance use cool and youthful throughout history, then the same tactics need to be applied to prevention messaging.

“Bottom-up approach.”
Brand
The graphic elements/linework are an abstract and modern take on the feeling/aesthetic representing upward movement that should be used on marketing material.

These elements will be used to represent what the Elevate project stands for. We use graphic elements to help enforce the message when words aren’t always an option.

These elements can act as a framing device for both messaging and photography. Elements also help the viewer through the composition.

They should be used as a supporting element to the messaging.