



WE ARE
ALL MADE
OF
STORIES



WHAT'S YOUR CREATIVE PLOT?

A field guide for brands, ideas, & people in the middle of becoming something.

Maybe your brand no longer reflects where you're headed...

Maybe the visuals aren't matching the feeling...

Maybe the idea is there, but it hasn't quite taken shape...

This quick quiz is meant to help you figure out where you are in the story- and what kind of creative support from SKC might help move things forward.

BECAUSE WE'RE ALL MADE OF STORIES.
SOMETIMES THEY JUST NEED DIRECTION.

Ready, set, let's go...

YOUR PINTEREST BOARDS ARE:

- A. HYPER-SPECIFIC AND ORGANIZED DOWN TO THE FONT PAIRINGS
- B. EMOTIONALLY CHAOTIC, EVOLVING, FULL OF POSSIBILITY
- C. MOSTLY INTERIORS, TABLESCAPES, TRAVEL REFERENCES, ETC.
- D. REFERENCES + SCREENSHOTS COLLECTED INSTINCTIVELY OVER TIME

THE PHRASE YOU SAY MOST OFTEN LATELY:

- A. "I KNOW WHAT I WANT IT TO FEEL LIKE."
- B. "I JUST NEED SOMEONE TO HELP PULL IT ALL TOGETHER."
- C. "SOMETHING FEELS OFF, BUT I CAN'T EXPLAIN WHY."
- D. "I HAVE TOO MANY IDEAS."



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YOUR DREAM OUTCOME IS:

- A. A BRAND THAT FINALLY FEELS COHESIVE
- B. VISUALS THAT FEEL ELEVATED AND UNMISTAKABLY YOU
- C. A SPACE OR EXPERIENCE PEOPLE REMEMBER LONG AFTER
- D. FEELING CREATIVELY CLEAR AGAIN

YOUR CURRENT CREATIVE PROCESS FEELS LIKE:

- A. A MOODBOARD WITHOUT A ROADMAP
- B. HALF-FINISHED IDEAS EVERYWHERE
- C. ALMOST THERE, BUT MISSING SOMETHING IMPORTANT
- D. BIGGER THAN WHAT YOU CAN EXECUTE ALONE

WHAT MATTERS MOST TO YOU?

- A. CONNECTION
- B. ATMOSPHERE
- C. STORYTELLING
- D. COHESION

TALLY UP YOUR A, B, C, D'S AND LET'S SEE!



the plot twist you've been waiting for

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MOSTLY A'S — THE VISIONARY

You know what you want things to *feel* like- you just need help defining the direction and bringing clarity to the bigger picture.

You're likely in a season of evolution.

There's a story underneath what you're building, and you're ready for it to feel more cohesive, intentional, and aligned.

YOU'D LIKELY BENEFIT FROM:

- CREATIVE DIRECTION & STRATEGY
- BRAND CLARITY SESSIONS
- CONCEPT DEVELOPMENT
- EXPERIENCE IDEATION



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MOSTLY B'S - THE WORLD BUILDER

You already have ideas.

What you need is someone who can help carry the creative through visually + thoughtfully.

You care deeply about details, atmosphere, and how your work is experienced.

You're ready for stronger execution and a more fully realized creative identity.

YOU'D LIKELY BENEFIT FROM:

- SETS, SHOTS & STYLING
- ART DIRECTION
- CAMPAIGN CREATIVE
- PRODUCTION SUPPORT



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MOSTLY C'S - THE ATMOSPHERE CREATOR

You think beyond aesthetics.

You care about how people feel inside a space, moment, or experience.

You're drawn to immersive details, thoughtful environments, and creating something people connect to emotionally.

YOU'D LIKELY BENEFIT FROM:

- INSTALLATIONS & SPATIAL DESIGN
- HOSPITALITY STYLING
- RETREAT AND EVENT CREATIVE
- EXPERIENTIAL DIRECTION



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MOSTLY D'S - THE MID-PLOT TWIST

You've likely outgrown your current creative identity.

You know there's another level your work, brand, or ideas could reach- but things haven't fully clicked into place yet.

That's okay. We're team plot twist over here!

YOU'D LIKELY BENEFIT FROM:

- CREATIVE CONSULTING
- STRATEGIC DIRECTION
- FULL-SPECTRUM CREATIVE SUPPORT
- A COLLABORATIVE RESET



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