

Work Samples

Miles Appleton – 2024



Hello,

I'm Miles – a strategist who has found my balance between writing meaningful copy and developing innovative concepts.

I believe effective copy uses a combination of intuition and insights to capture a piece of our humanity and move people to action.

Through close collaboration and active workshops, I work with a variety of clients to capture their essence and imagine their place in an ever more fluid future.

In my free time, you'll find me exploring botanical gardens, abandoned buildings, or foreign grocery stores.

Welcome...

Within this deck, I'd like to share some of what I've created for previous clients and provide more insight into how I work.

I have selected three projects to showcase some brand platform creation, concept development, and verbal guidelines. Some projects will include an excerpt of workshop slides in addition to slides from final deliverables as well.

Please don't be evil and use or distribute any of the work you see here. If you would like to see specific examples of my work related to your goals, e.g. brand architecture, messaging, etc. feel free to reach out.

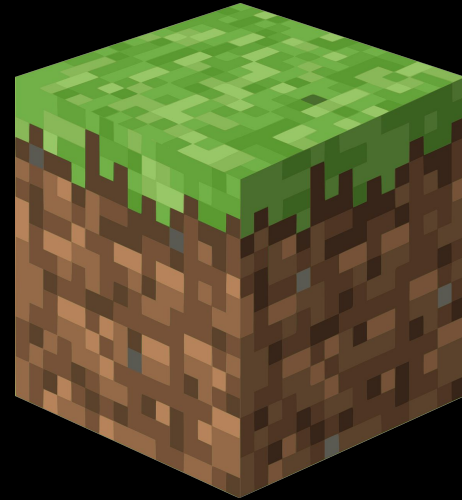
Minecraft & Mojang Studios

By far one of the longest and largest projects of my career thus far; Mojang Studios has grown organically into the most popular game in history – however along that journey they never managed to land on a core brand platform for Minecraft or an established purpose, vision or values for Mojang Studios.

The Minecraft Brand Compass

Given the fact that Minecraft has such a distinct expression and design language, it's no surprise that their brand platform would be anything but ordinary. Hence their brand *compass*, named for the tool within the game, uses in-game elements to add value, personalize the platform and improve retention all around.

Within the following slides you'll see an excerpt of their brand pillars or *blocks* as well as the Minecraft brand promise and its breakdown. Please reach out if you'd like to hear more regarding Minecraft's personality, experience principles or essence.



OUR FOUNDATION

Our brand blocks are the foundation of the Minecraft brand

Building on our history and spirit, there are three fundamental blocks that serve as a foundation for the Minecraft brand. These blocks represent the unique strengths and core beliefs of our brand and should be reflected in everything we do.



PERSONAL EXPRESSION

Minecraft inspires everyone to have fun, express themselves and discover their capabilities through freedom and creativity. Minecraft is a highly personal brand enabling anyone to play, create, duel or watch the way they want – at any level of ability.



COMMUNITY POWER

Surrounding Minecraft is a vibrant, welcoming community of individuals - united by the curiosity to explore and create new ways to reimagine our world.



UNIVERSAL LANGUAGE

Minecraft is designed to be relevant and open for all – regardless of cultures, borders and norms. By creating a universal language through play we make sure we are more accessible for everyone.

OUR PROMISE

Create your path
in a world where anything is possible

The Minecraft Brand Compass excerpt / MA

A stylized, blocky illustration of a Minecraft world. In the foreground, two player characters stand on a green grassy platform. The character on the left has a brown head, blue shirt, and purple pants, holding a sword. The character on the right has an orange head, green shirt, and blue pants, holding a pickaxe. To the left of the first character, a white dog-like creature is lying down. The background features dark green, blocky trees and a dark sky.

OUR PROMISE

What's in it for you

Create your path

in a world where anything is possible

- An experience entirely centered around you
- A safe place to express yourself
- Infinite possibilities to create whatever you want
- Continuous learning through creative problem solving
- An engaged community of like-minded people

Create your path in a world where anything is possible

What we do

- Building worlds that are continuously developing
- Empowering limitless creativity and self-expression
- Inspiring norm-breaking collaborations
- Creating experiences that are open for everyone

OUR PROMISE

Create your path in a world where anything is possible.

What does it mean for me?

- When you play or enjoy Minecraft, your path is whatever you decide it to be. Your curiosity directs the experience
- This means that every path is a truly unique personal experience – blending your passion, ability to create and need for self-expression
- You own your world, and we provide you with a safe place and the tools needed to create whatever you want to make
- The Minecraft experience shapes a mindset of seeing endless possibilities. This is manifested every day by the Minecraft community – both in and outside the game
- Learning from a world where anything is possible helps you see new opportunities in the outside world

OUR PROMISE

Create your path in a world where anything is possible.

What does it mean for humanity?

- At the core, Minecraft is fuelled by a belief that human creativity is the key to building a better world
- We are committed to being a positive force in society, demonstrating endless possibilities and challenging conventions – in the game as well as in other contexts
- Building from the game, we are enabling collaboration across borders, cultures and generations
- All of this reflects our philosophy that everyone should have an equal opportunity to make a difference – Minecraft is for everyone

Mojang Studios: Vision, Purpose & Values

Following the acquisition of Mojang by Microsoft, the Stockholm and Redmond, Washington studios needed to be united under one brand and the evolution of Mojang into Mojang Studios became the primary goal for the vision, purpose and values.

With this transition came a significant undertaking in the form of workshops with across both studios as well as all levels of the organization. Our team knew the new Mojang Studios branding would need to garner a lot of buy-in, while also capturing the work culture of an incredibly diverse group of people – so when we saw the core branding was well received at the first Mojang Studios meetup in Barcelona, we knew we had done our job.

Within the following slides you'll see an excerpt of one of the values workshops my partner and I facilitated as well as the resulting Mojang Studios purpose, vision and values.

The logo for Mojang Studios is displayed in white on a black background. The word "MOJANG" is written in a large, bold, stylized font with rounded, blocky letters. Below it, the word "STUDIOS" is written in a smaller, all-caps, sans-serif font with wide letter spacing.

MOJANG
STUDIOS



Mojang Studios

Values Workshop



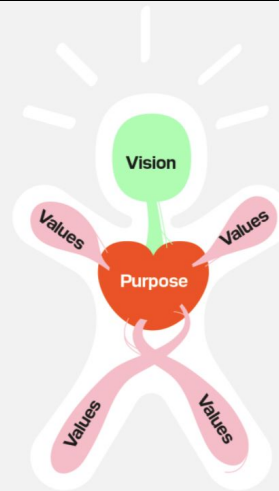
Strategic framework

Key parts of a company brand - purpose, vision and values

What is a purpose? It's the pounding heart of our business and answers the question "Why do we exist?" Captures the essential value that we create that helps make the world a better place.

What do we mean by vision? It's the strategic mind of the business and answers the question "Where are we heading?" – pointing out the higher business ambition.

What are core values? They are like the blood that runs through our veins helping us to function at our best. The fundamental beliefs of our business and the set standards that we operate by.



10 |

Values exercise

60
min

Identifying our core values

Step 1: Individually, write down words that represent the best of your culture – as many as you like. One word per post-it – 10 min

Step 2: Pick your 3 most important words – 1 min

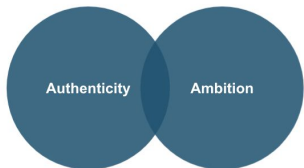
Step 3: Present your words to your smaller group and as a group pick the 3 most important words – 15 min

Step 4: Present the words to the rest of the group – 20 min

Step 5: As a full group, put all the words on the wall, cluster the words that have a similar meaning or feeling behind them – 5 min

Step 6: Is there any word that is missing? – 2 min

Step 7: Individually, put a dot on your top 4 values – 5 min



Mojang: Purpose, Vision & Values / MA

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Values exercise

60
min

Bringing our values to life

Step 1: Go back to your small group and define what behaviour looks like for the top 5 values. What does behavior look like when each value is being met, and what it looks like when they are not (for each value) – 30 min

Step 2: Share with the larger group, collaborate to make conclusions and build on each other's ideas – 30 min (6 min per group)

For example

TRANSPARENCY

We do work in the open, using collaborative documents that anyone can access and have conversations in open channels that anyone can join.

We are not secretive, we don't talk behind each other's back, and we don't work in isolation.

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Our purpose
(why we exist)

Build a better world through the power of play.

Our purpose

Break-down

- As a business we are committed to make the world a better place through our focus on equality, education and sustainability.
- The core of the Minecraft experience centers around a world where anything is possible – shaping how those interacting within our universe think of the outside world.

This is how we break down the meaning of each word in our purpose - guiding leaders to talk about it in the same way.

Build a better world through the power of play.

- At Mojang Studios, we are builders at our core: constantly creating new features, games and experiences.
- Building is a key dimension of the Minecraft experience.

- Play is a powerful state of mind providing a safe space to model and learn – inspiring freedom of thought and creativity.
- Playing and developing games unites us across generations, cultures and borders – both at Mojang Studios and within our experiences.
- Through the scale, reach and universal appeal of Minecraft we have the power to make a difference and build a better tomorrow.

Our vision

(what we want to achieve)

Inspire generations of game changers.

Our vision Break-down

- We aim to stay relevant by ensuring that we are always appealing and accessible for generations to come – both inside our company and within the outside world.

This is how we break down the meaning of each word in our vision – guiding leaders to talk about it in the same way.

Inspire generations of game changers.

- Our growth depends on our ability to inspire people to keep exploring new ways of extending the Minecraft universe.

- At Mojang Studios, we are game changers in our daily work. Crafting new games and fun experiences – inspiring our team members and the world around us.
- We believe anyone can be a game changer – from making a hilarious mod to reimagining our world. We seek to challenge the conventional ways of doing things and shape a mindset of seeing endless possibilities.
- By practicing this mindset everyday we aim for it to stay with us forever – at Mojang Studios and beyond.

Our values (what we believe in)

Craft together

We're a vibrant team of individuals building together.

We are open, inviting and know our differences make us stronger. We craft together across our team and with our community. We create a place where people can belong, be their authentic selves and grow as individuals. We're all part of one team and it sure is an amazing one.

Celebrate creativity

We all have the power to be creative every day.

Minecraft has the most creative community in the world. They inspire us in everything we do and challenge us to innovate constantly. Creativity is at our core and we use it to build bold and imaginative games, services and experiences.

Fuel passion

Our strong sense of purpose ignites our passion.

We believe Minecraft can leave a lasting legacy in the world. This ambition fuels our passion to build something bigger than all of us. We take our responsibility as the 'keepers of Minecraft' seriously – thoughtfully expanding the universe we've created for generations to come.

Create fun

We have fun as we create fun.

We're in games – how cool is that? We literally create fun for a living. We laugh, play games, and enjoy our time with each other. We take our work seriously, but not ourselves. Having fun gives us the energy to build incredible things.

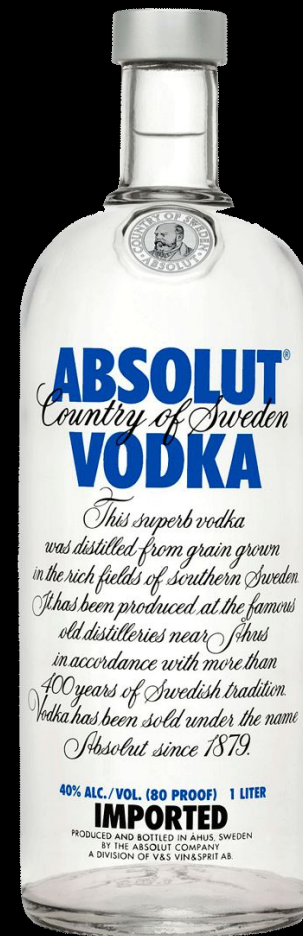
The Absolut Company

The Absolut Company knows they have a great product that can only handle so much innovation. However, what *can* change is how consumers receive and enjoy it. Within this project, we brought Absolut marketers and bartenders together with a leading materials research company to ideate on the future of packaging and on-trade bulk distribution and develop a range of concepts for both applications.

TAC: Future of Packaging

The workshop rounds that we facilitated between the materials research company and Absolut yielded a wide range of insights into everything that makes packaging efficient, satisfying and memorable. From ranking the haptics and rituals in using a bottle to considering how new advances in material composition could change everything we know about packaging – this project truly left no stone unturned.

The next slide includes a brief look into the second round of the ideation process which included ranking the concepts that would in turn become finalized. Following that is a selection of concepts developed for packaging including some roll-out activities for activation based on Absolut's desired launch.



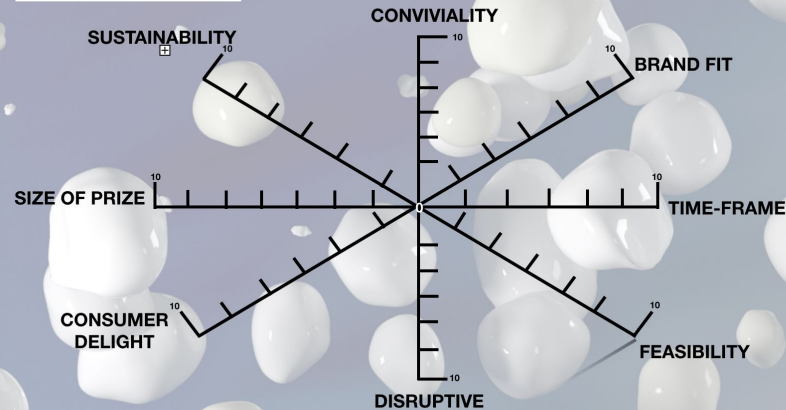
THE FUTURE OF PACKAGING

TACx'

WORKSHOP SHORT-LIST DOCUMENTATION



STARGAZER



REDEFINING THE BOTTLE

1. RITUALS

2. ADAPTING THE STRUCTURAL DESIGN

3. PERSONALISING THE GRAPHIC DESIGN

4. ENGAGING SUSTAINABILITY

5. BUILDING BLOCKS

TAC: Future of Packaging / MA

AREA GROSS LIST – REDEFINING THE BOTTLE

RITUAL

FUNCTIONAL / FUN

- Opening
 - Peel, pop, pierce
 - Juice-box Drink (opening haptics)
 - 'Tear-N'-Share (light poppable pouches)
 - The Paper Bottle Project 2.0 (adding haptics)
- Pouring
 - Functional or emotional aspect
 - Le Flexibilité (collapsible accordion pkg.)
 - Punchdown Measure (cocktail shaker-like bottle)
- Closing / Disposal
 - Peel, pop, pierce
 - BAM! (closing haptics, beautiful disposal)

PERSONALISING THE GRAPHIC DESIGN

CANVAS (The Paper Bottle Project)

- Designed by use
 - Distribution: for me only vs. for all
 - Design: Analogue or Digital
- Designed by a local artist
 - Distribution: for me, for local area, for the world
 - Design: Analogue or Digital
- Designed by a bartender
 - Distribution: Local, Global / Design: Analogue or Digital
- Designed by state/region
 - Distribution: Local, Global / Design: Analogue or Digital

ADAPTING THE STRUCTURAL DESIGN

FLEXIBLE SHAPE DESIGNED FOR:

- Context
 - Transportation/Refrigeration
 - Foamed* (square to ship, round on shelf)
 - The Tape bottle (single-serve sealed pouches on a roll)
 - Le Flexibilité (collapsible accordion pkg.)
- Content
 - Expandable/Contractable/Unexpected shape
 - Le Flexibilité (collapsible accordion pkg.)
 - Pre(mium) pouch (cellulose stand-up pouch)
- For me
 - Fun shape I like / Occasion or season-based
 - Who doesn't want to drink from a coconut (fun shapes)

ENGAGING SUSTAINABILITY

ORIGIN

- One Source (One Tree - ex. Birch)
 - Global / Local (only Scandinavian forests)
- Local Source Pack
 - End to End (Grass bottle - all parts used)
- Made from waste
 - Packaging with benefits (sustainable infusion w/n pkg.)
 - Leftover Lime Zest (pkg. or straw w/ added flavour)

DESTINATION

- Fish Food (Eco-circularity)
- Upcycling (Partnerships with other industries e.g. H&M, IKEA)
- Packaging with seeds + soil nutrients (The Paper Bottle Project 2.0)

Festival: Gen 1-2

The Analogue Map Bottle

1st variation: There will be several variations of this paper bottle, each printed with a distinct area of the festival where an X marks a secret Absolut happening. A drinker is encouraged to go on one or all of the quests leading to each of the different happenings. Since not every drinker has the same bottle i.e. quest, they're likely to speak to with each other to discover the event(s) not featured on their bottle – turning the range of bottles into both a conversation-piece and adventure.

2nd variation: The quest(s) could continue with a QR-code hidden in the cap, which when scanned reveals other secret Absolut areas not printed on the bottles. By scanning the code, the drinker could also be granted access to Absolut VIP parties or win prizes that can be redeemed at Absolut areas.

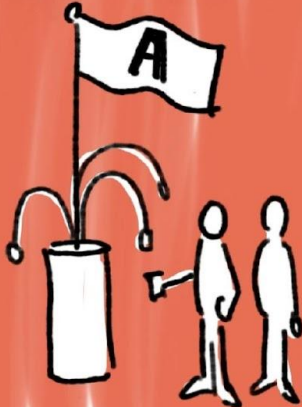


Festival: Gen X

Wearable Bottle

A wearable paper bottle/pouch allows festival-goers to dance and drink at the same time. Choose a style and refill with a refreshing RTD at a nearby Absolut refill station. Different wearable bottles can make a variety of sounds that enable attendees to play music together. Now you can drink to the beat of your own drum.

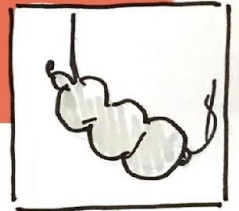
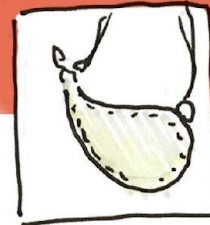
WEARABLE
PAPER POUCH.
SOCIAL REFILL



SOCIAL REFILL
STATION



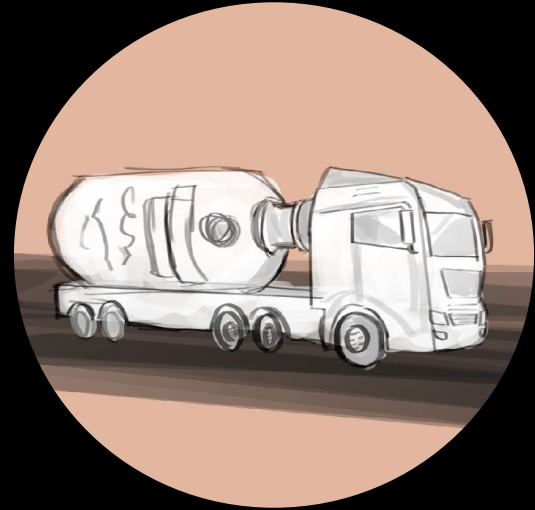
STYLES



TAC: Future of On-trade Bulk

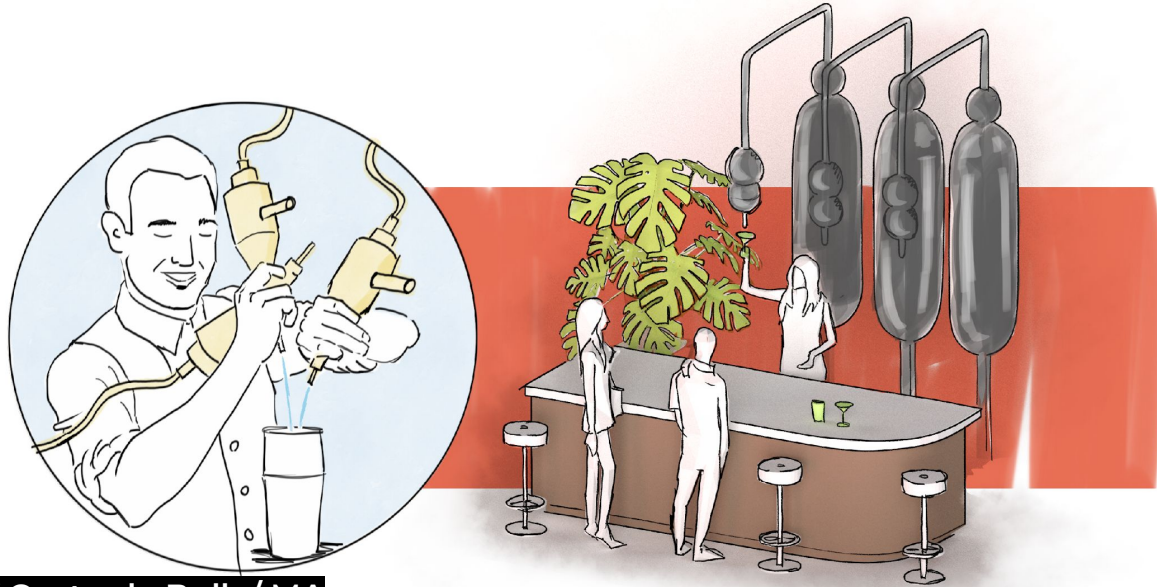
In addition to ideating around all things packaging, Absolut also sought to reimagine streamlined and conscious ways of distributing Absolut to bars and restaurants that could also result in more engaging experiences for consumers.

The coming slides will feature a selection of a few concepts developed for different iterations of on-trade bulk across a variety of timelines and applications.



Tapology: Gen 1

TAC limits their environmental impact by becoming a “keg-like” distributor, delivering on-trade “kegs” that release spirits through a specially designed TAC tap system. This unique tap requires specialty training in order to be operated – making bartenders a service hero and a newly-invented “Tapologist”. Aside from creating an engaging pouring ritual for the drinker to watch, the tap also streamlines efficiency for the bartender. The time saved from conventional pouring can then be put towards garnishes, finishing touches and great serving.



TAC: Future of On-trade Bulk / MA

Building Blocks Bulk Bar: Gen 1

The back bar of tomorrow becomes even more conscious and streamlined through removing bottles in favor of bulk building blocks of spirit. These unique spirit containers are delivered as a series of interlocking blocks that together can form both a bar and art installation – working best when coupled with a premium pouch solution. When a drinker orders a beverage at the Building Blocks Bar, they are handed a reusable pouch and told to hold onto it for their next order. The pouch not only reduces the impact and transportation cost of traditional containers, but also expands and contracts to provide drinkers with the added benefit of being able to dance with their pouch or take it to go.



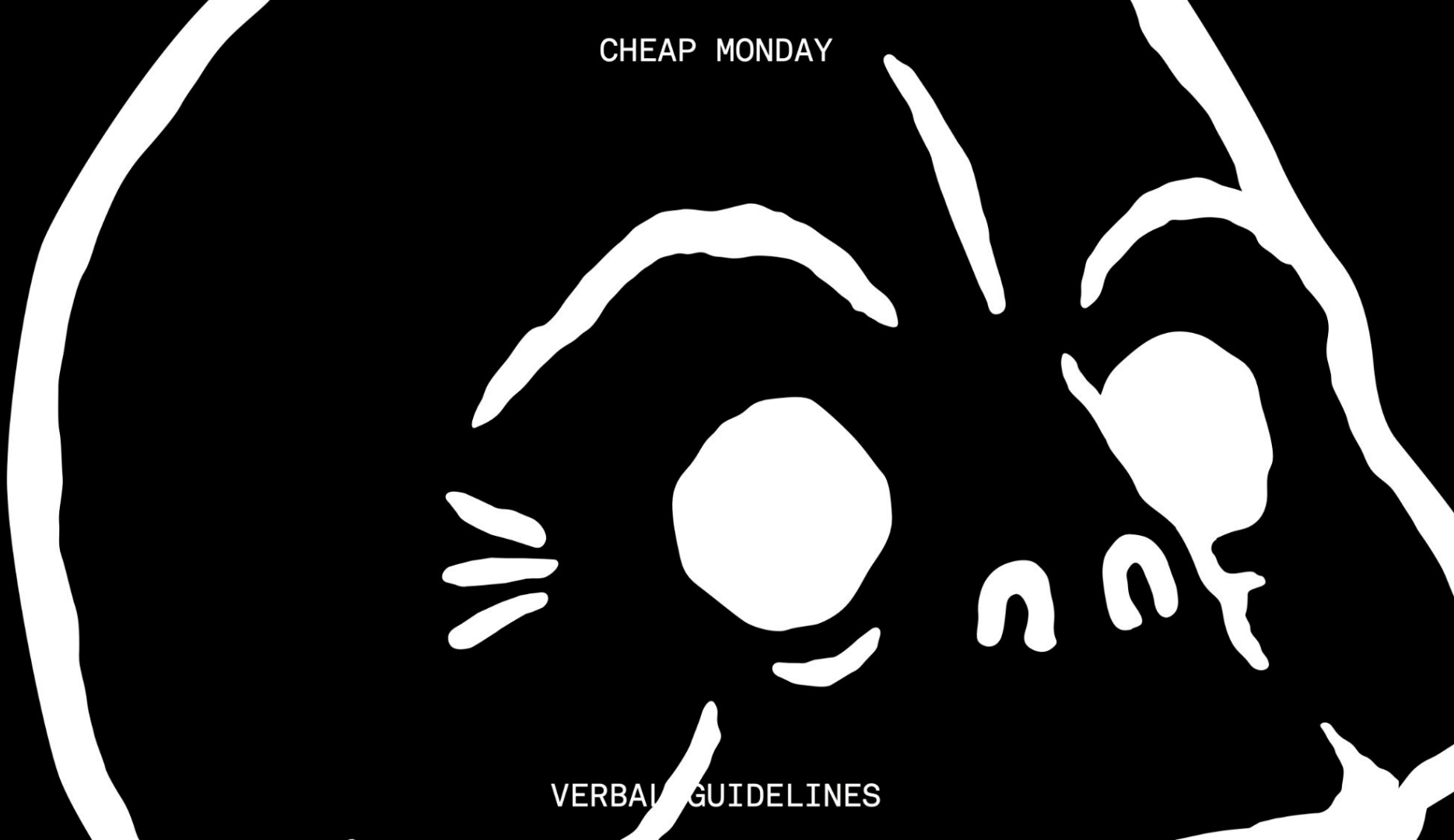
Cheap Monday

Our team was tasked with a not-so-easy feat from the H&M Group – bring the edge and youth back to Cheap Monday with a revamped set of visual and verbal guidelines. Within this project we sought to tap into the personal experiences and viewpoints of consumers to guide a genuine, no-nonsense tonality like never before.

While fun to flirt with some “counter-culture” branding, the product copy direction on this approach brought some innovative edge as well by personifying each cut of jeans and revealing their attributes with attitude.

CHEAP MONDAY

VERBAL GUIDELINES



INTRODUCTION

Our verbal guidelines consists of five parts.

STYLE is pure technique. The grammar stuff. Stating how we write and express ourselves. Think of it as jeans fit. No baggy pants. We're skinny fit jeans. Tight and revealing.

TONALITY is about content and attitude. Kind of like color and pattern. We're not grey.

We're not subtle. We turn heads when we walk the streets. We're bold. We express an opinion.

MESSAGES focuses on headings and subject lines. These should be snappy and engaging. Does the message qualify for a t-shirt print? Then it's good.

PRODUCT copy and OTHER COPY is about just that.

No bullshit copy. Say it like it is.
State don't describe. No glitz. No fancy
words. Avoid commas. Avoid sales
lingo. Write like skinny fit jeans. Tight.
Revealing. In short sentences. 10 Words
are too many.

IN SHORT

STATE DON'T DESCRIBE

NO GLITZ

AVOID COMMAS

AVOID SALES LINGO

KEEP IN MIND

Do you love ads and newsletters?
No you don't. Nobody does.
Remember that when writing copy.

Write to state and inform. Not to
sell and convince. No bullshit.
There's enough of that already.

Describe what you can see. Blue.
Skinny. Baggy. Stuff like that.

Skip the cliches. Like "walking
not talking". That's talking not
walking.

DO

This is a pair of blue jeans

Blue jeans

Write like skinny fit jeans.
Tight. Revealing.

Blue jeans

Words like "buy" and "deal" are kind of
ugly. Sometimes you have to use them.
But do it with style.

There's nothing wrong with slang. But
don't be the weird uncle. Pretending to
be down with the kids.

Use full stops. Avoid commas. Avoid
exclamation marks. Avoid numbers. Avoid
dashes. Save that shit for the emojis.

DON'T

These jeans are blue

Indigo jeans

Write like skinny fit jeans
- tight, revealing.

Great looking jeans

We defend self expression. Our customers are who they are. Perfectly imperfect. So are we. And so are our products. So that's how we describe them. Like the characters they are.

EXAMPLES

Donna Friday Jeans

HIGH. SLIM. CROPPED. ORGANIC.

Slim. Straight out of the 90's. With a waist that waves at your navel. Donna is cropped to hug your shape. Organic means you know where they're from.

Him Spray Black Jeans

SKINNY. STRETCHY. SOFT. SUSTAINABLE.

Meet Monday's skinniest skinny. A cheap original. Wicked soft too. Super-stretch fabric gives a snug fit. Sustainable means no tears over it.

KEEP IN MIND

The product name is the sherpa of the product copy. Put it in the front. And let the rest follow.

Every product has a message that describes what makes it special. That four word thingy remember?

After the message comes the body copy. This is where we nail the character of the product. Pretend it's a person. Who are they at the party?

Write about the products as if they were persons. And introduce them as such. "Meet Monday's..." etc.

Give attributes to the product. Not the customer. The jacket is cool. Our customer's are cool. But they're not cool because they're wearing the cool jacket.

We've said it before and say it again. No sales lingo. Words like "authentic" and "great" are a no-no.



Please let me know if you have any questions regarding my work or if you would like to see any additional examples.