

*tanj*

# *Message Matters*

Tanj Creative Portfolio 2012

*about*

*tanj*

**Tanj unleashes the power of  
words in branding.**

**Tanj brings language to life  
so it delivers lasting, *tangible*  
impact on your brand.**

## What is Tanj?

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Tanj is a boutique brand consultancy led by copywriter, brand consultant and creative director, Scott Milano.

## What does Tanj do?

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Tanj creates world-class...

Brand Names

Slogans & Taglines

Brand Concepts & Stories

Strategic Messaging

Brand Voice Guidelines

Brand Strategy

Copy for Print & Web

## Where does the name Tanj come from?

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First, from “tangible.” Language is abstract and ethereal. Tanj makes it tangible – real, active, alive.

Second, from the Japanese word “tanjun,” which means “to simplify.” Simplicity is the hallmark of great ideas.

And finally, from “tangerine.” Scott Milano likes tangerines. A lot.

## Scott Milano's Bio

Scott Milano is a copywriter, brand consultant and creative director. For almost a decade, he has specialized in verbal identity – harnessing the power of language to deliver lasting, tangible impact on his clients' brands.

Scott currently manages Tanj – a boutique brand consultancy focused on verbal identity. He partners with leading companies to create world-class brand names, slogans, messaging systems, voice guidelines, brand concepts and copy.

Prior to launching Tanj, Scott honed his writing and branding skills as a director of verbal identity at Interbrand in New York and Tokyo. Some of his credentials include personally naming the Nintendo “Wii” game console and Sony “Bravia” television.

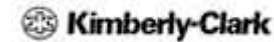
Scott has worked with clients in all sectors, in both North America and Asia. Recent clients include Nintendo, Sony, Sharp, P&G, Coca Cola, MWV, Honda, Toyota, GMAC, NYSE, Bank of America and Novartis.

Scott has a degree in Philosophy and Economics from the University of Maryland, College Park. In his spare time he loves travel, cycling, design and jazz. He is also fluent in Japanese.



# Recent Clients (Client-side)

tanj



the James Irving foundation



## Recent Clients (Agency-side)

tanj

Anomaly

agilvy

Interbrand

tpn  
reimagine retail

marketingbydesign

noise

REA

verse

native  
creative services

Spitfire  
Strategies

DDB<sup>®</sup>

FutureBrand

naming  
work

# Things we've named



## Wii Would Like to Play

Hit game console and a multi-billion dollar brand that became a house-hold name while hurling Nintendo back on top of the video game world

wii™



## Things we've named



# BRAVIA

### Bravo for Bravia

Sony's new lineup of high-performance TVs that catapulted an ailing Sony brand back into the competitive flat-screen market



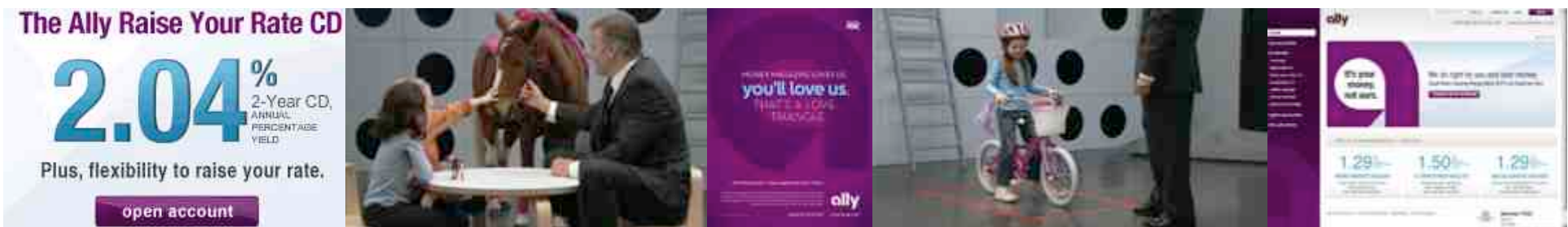
# Things we've named

tanj

## Your Bank, Your Ally

Innovative online bank that stands for straightforward products and honest service

ally



# Things we've named



**Welcome to the Jungle**  
Hot new handheld gaming device from Panasonic that is designed specifically for massively multiplayer online games



# Things we've named

**Penda for Progress**  
A new, student-directed online education service for US high school students.  
“Penda” means “to choose” in Swahili.



Things we've named

tanj

# Captivate<sup>®</sup>

## Captivating Shoppers

Next-generation, gravity-fed supermarket shelving system designed by MWV – a global leader in packaging solutions



# Things we've named



## Juke & Score

Sporty, agile and compact SUV  
from Nissan

# JUKE



# Things we've named



**Education Nation**  
Previously named "Multiple Pathways," this field of education and program links high school students with college and career success



tagline  
work

## Taglines we've created

tanj

### “Drive Your Way”

A clear, easy-to-understand tagline to help the Hyundai brand connect with drivers all around the world



Client: Hyundai. Created by Scott Milano while he was employed by Interbrand Corporation.

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## Taglines we've created

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**A MEAN LITTLE MACHINE**

**“A Mean Little Machine”**

A fun, edgy tagline developed for Jungle – a new handheld gaming device by Panasonic



Client: Panasonic. Created by Scott Milano while he worked with Noise NYC.

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# Taglines we've created

**“I choose. I learn.”**

A short, simple tagline created to support the new Penda name and brand of learning apps during launch

# PENDA

**I choose. I learn.**



strategic  
copywriting

# Strategic copy we've written

**Inviting Dialogue**  
 Brand strategy and platform for MWV – a global packaging company that works with the world's most admired brands, including P&G, Pfizer and Coca-Cola



- Brand Idea**  
What do we stand for?

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- Value Proposition**  
Who, what and why?

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- Brand Personality**  
How the brand speaks, looks and behaves

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- Brand Pillars**  
What drives our unique promise and proposition in the marketplace, and frames how we communicate and innovate



# Strategic copy we've written

MWV



What makes great brands **tick**?  
 At MWV, we make it a point to find out  
**What** brands do, and **why** they do it.  
 That curiosity fuels a deeper conversation,  
 So we understand brands **better than anyone else**.  
 Our **desire to inquire** ignites that special spark  
 Of ideas, inspiration, and insight.

This unique energy, this innate curiosity,  
**Drives everything we do.**  
 It's about **inviting dialogue**  
 Between **form** and **function**,  
 Between **people** and **products**,  
 Between **MWV** and **you**.

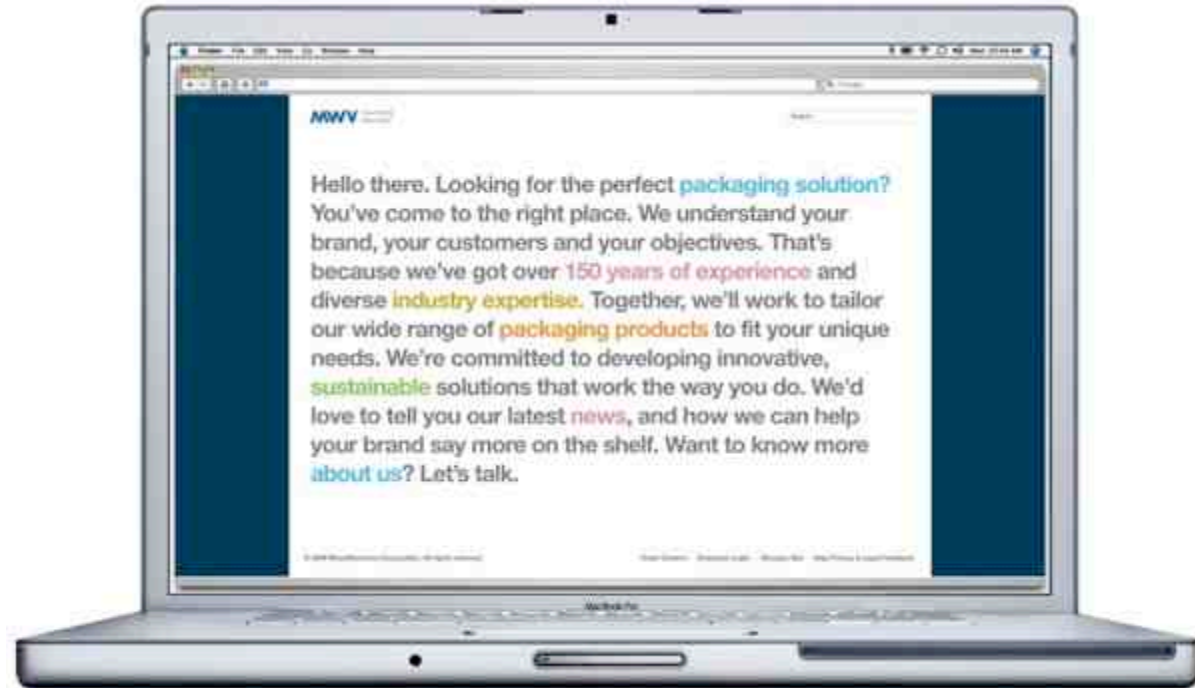
MWV. Inviting dialogue shapes great brands.

**What's the Story?**  
 Brand story to bring  
 MWV's new brand  
 strategy to life for  
 MWV

# Strategic copy we've written

## Copy That?

Copy created to support MWV's new brand strategy of "Inviting a Dialogue." The language is conversational and engaging.



# Strategic copy we've written

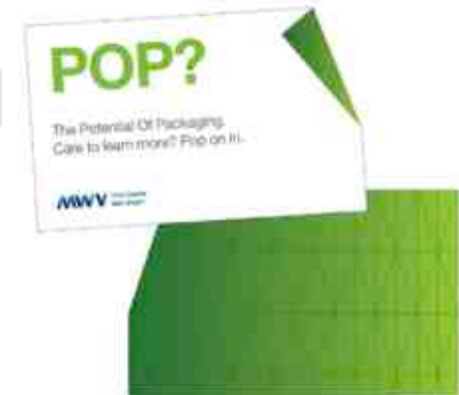


# Strategic copy we've written

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# Strategic copy we've written



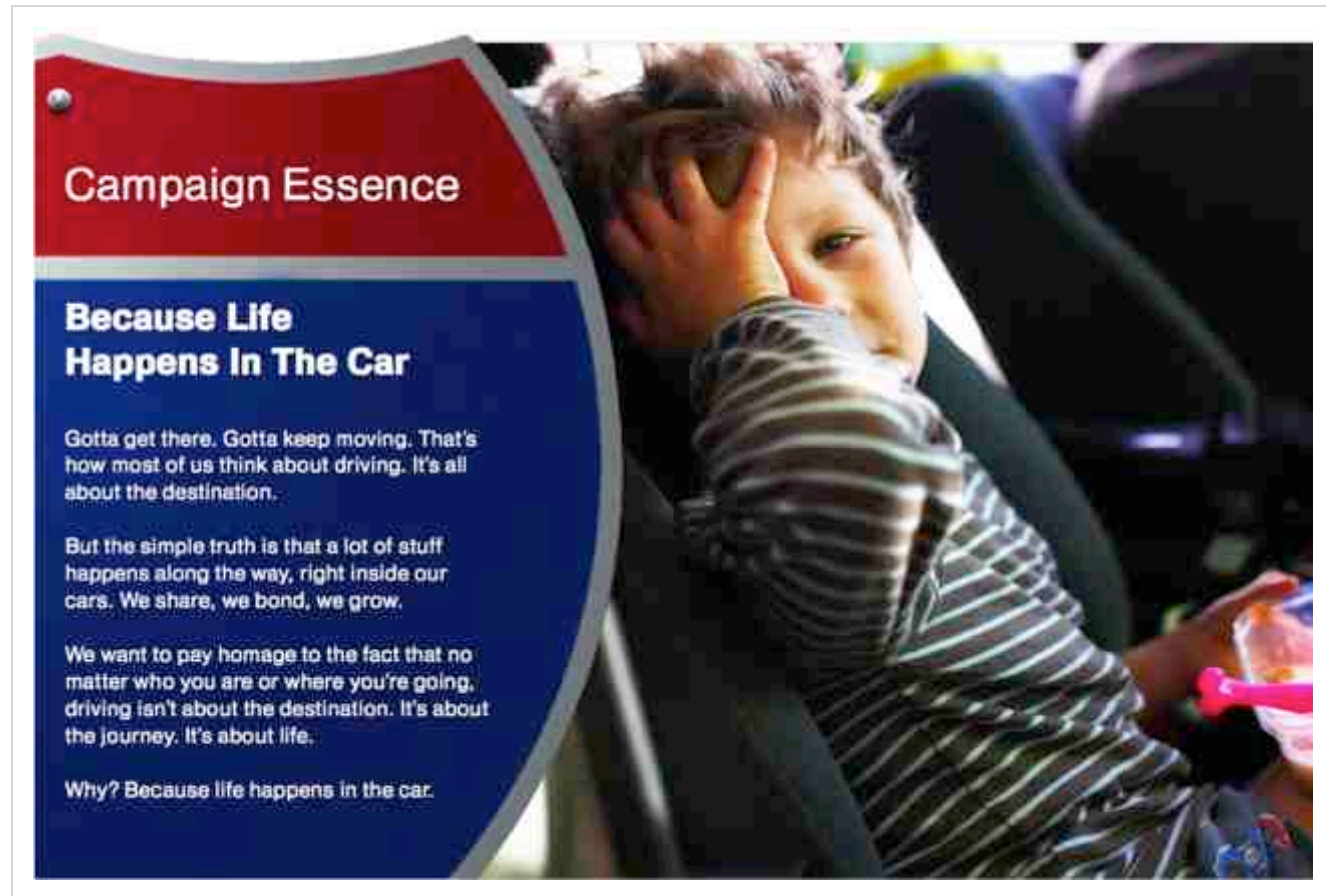
## Strategic copy we've written



## Strategic copy we've written

### Campaign Essentials

Guideline copy that explains a new Exxon Mobil brand campaign – “Because Life Happens In The Car”



**Campaign Essence**

**Because Life Happens In The Car**

Gotta get there. Gotta keep moving. That's how most of us think about driving. It's all about the destination.

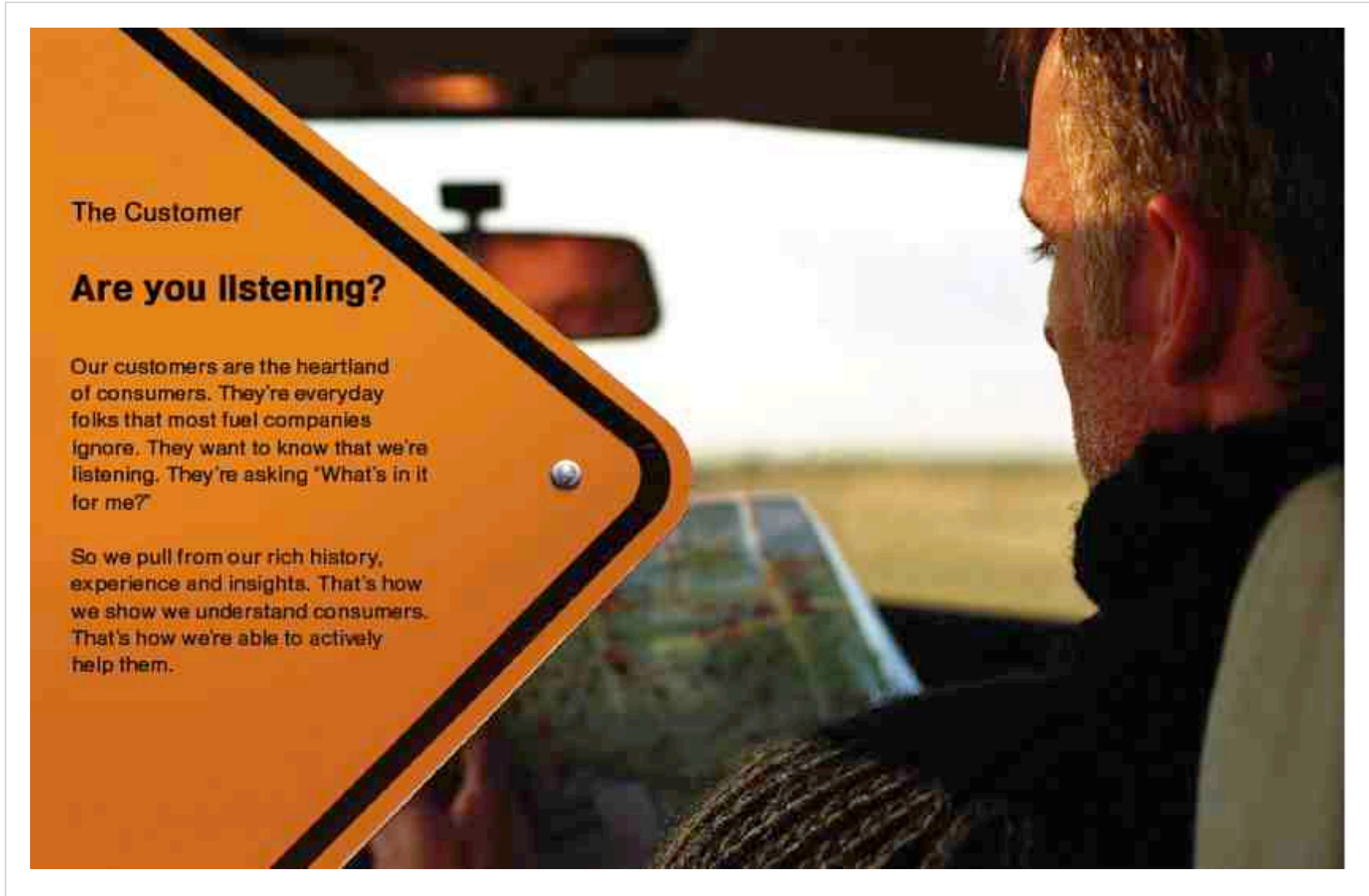
But the simple truth is that a lot of stuff happens along the way, right inside our cars. We share, we bond, we grow.

We want to pay homage to the fact that no matter who you are or where you're going, driving isn't about the destination. It's about the journey. It's about life.

Why? Because life happens in the car.

## Strategic copy we've written

tanj



## Strategic copy we've written



### The Campaign

## The difference is understanding.

We don't just know consumers. We understand them and their lives. We connect with them on a human level by uncovering those special moments in the car.

We roll up our sleeves and actually help. Take our campaign website, [LifeInTheCar.com](http://LifeInTheCar.com), as an example. It's a primary campaign touch point that features tips and tools that improve the driver experience. It engages consumers. It adds real value.

Everything we do for consumers is because life happens in the car. This campaign communicates that. We help make their experience the best it can be.

# Strategic copy we've written



**Experience is Everything**  
Brand strategy and platform for Variate Labs – a hot, new design and innovation company that creates amazing user experiences that span the physical and digital worlds

**Variate Labs**

**Why are we really here?**  
Seamless Experience. All Platforms.

<b>What do we do?</b> We create cross-platform experiences that enhance how people live, work, learn and play.	<b>How do we do it?</b> We always work from the end user's perspective. We combine expertise in architecture and interface design to build innovative interactive experiences.	<b>Why is it valuable?</b> Experience is interaction. Interactivity that seamlessly combines the physical and digital better suites our dynamic lives.
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**How do we look, speak & behave?**

<b>Smart</b> We frame complex problems by asking the right questions from the start. We lead with proven methods to find the right answers fast.	<b>Clear</b> The world is complex. Sometimes our work is, too. We always see, think and speak with clarity so we can connect to people with ease.	<b>Real</b> We build real things for real people. We're honest. We're open. We're never stylized.
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# Strategic copy we've written



What does it mean to be one of one? You have to be distinct, rare, creative and special. You need style and substance to rise above the rest.

Situated at the crossroads of SoHo, Hudson Square and Tribeca, 101 Avenue of the Americas is truly in a class of its own.

This like-new building fuses contemporary design with subtle details drawn from surrounding buildings that once housed the golden age of print.

As the only modern building in the area, 101 rises to the top. The latest amenities and the most advanced infrastructure give creative businesses today the foundation they need to continue to lead.

Be one of one at 101.

**Campaign Essentials**  
Brand concept and story for a rebrand of 101 Avenue of the Americas, a prime location in downtown New York City



# Strategic copy we've written

## Study for Success

Naming, strategy and story for Linked Learning – a non-profit field of education and program that sets up high school students for college and career success

Linked Learning **inspires connections.**

Those connections reach **far and wide.**



Through Linked Learning, students study topics that **engage** them.



Students connect what they learn in the **classroom** with what goes on in the **real world**. An integrated curriculum of challenging **academics** and **real-world** applications helps them make sense of it all.



## Strategic copy we've written

The **knowledge** students gain through Linked Learning builds **confidence**. It gives students an **advantage**—a better chance of excelling in **college** and their **careers**.



Linked Learning also helps students **bond** with fellow students, teachers and professionals in the real world.



The result? It's simple. Linked Learning **gives students the opportunity** to get the education and skills they need to **achieve**. Linked Learning gives students an **edge** for what's ahead.



# Linked Learning

*For College & Career Success*

# Strategic copy we've written



## Recipe for Success

Packaging romance copy for Tasty Bite – a brand of healthy, ready-made Indian meals available throughout the US

### Bengal Lentils

“The Bengal region brims with culture and cuisine. It’s also legendary for lentils. These perfectly cooked lentils spring to life in a light gravy filled with aromatic herbs and simmering spices. Try them with meats and veggies, or over a bed of Tasty Bite rice. Take your tongue on an Indian adventure without leaving your home!”

**Ingredients:** Water, Whole Lentils, Tomatoes, Onions, Sunflower Oil, Chickpeas, Garlic, Salt, Ginger, Chilies, Coriander, Turmeric, Spices



### Jodhpur Lentils

“Jodhpur is known as Sun City. So shine a little light on your next meal with our flavor-filled yellow Jodhpur Lentils. Slow-cooked for a creamy consistency, these little gems are seasoned to perfection with herbs and spices. Brighten up your lunch or dinner, all in just 90 seconds!”

**Ingredients:** Water, Lentils, Tomatoes, Sunflower Oil, Butter, Salt, Garlic, Cumin, Turmeric, Chillies



# Want to learn more? Check us out online!

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