

DISCIPLINE

Menu

daniel@discipline.global · www.discipline.global

CULTURAL RESEARCH · CREATIVE DIRECTION · PRODUCTION

Every engagement begins with understanding — the culture a brand enters, the economics it must sustain, and the specific ambition behind the brief.

From that understanding, the right combination of services takes shape. Some projects need research alone. Others need a complete system — from strategy through to delivered production.

This menu presents both: individual services to commission à la carte, and curated combinations designed for specific ambitions.

Select what fits. Adjust as needed. Every engagement is tailored.

POSITION

Culture without economy
is vanity.

*Economy without culture
is noise.*

*Independent practice for cultural research, creative direction and production — across
fashion, automotive, luxury, beauty, hospitality, property, technology and venture
building.*

À LA CARTE

Research & Strategy

The thinking that precedes everything else. Mapping the cultural field and the commercial one in parallel — defining where a brand can credibly stand and why that position is worth holding.

Brand Positioning

from €4,000

Defining the cultural territory and commercial logic a brand can credibly own.

Cultural Landscape Research

from €3,000

Mapping the cultural codes, tensions, and movements that define a brand's operating context.

Competitive & Market Analysis

from €2,500

Assessing the competitive field — who occupies which territory and where the openings are.

Audience Definition

from €2,000

Identifying and characterising the people a brand needs to reach and hold.

Strategic Narrative

from €3,000

The written architecture of a brand's story — positioning, messaging, and verbal framework.

Consumer Insight Reports

from €3,500

Research-backed reports on audience behaviour, preferences, and cultural drivers.

À LA CARTE

Creative & Production

Building the visual, verbal, and experiential language from the strategic position. Direction and production held together across every touchpoint.

Visual Identity & Brand Systems

from €6,000

Logo, typography, colour, visual language, and a guidelines system that holds it all together.

Campaign Creative Direction

from €5,000

Concept, art direction, and oversight from first treatment to final delivery.

Film & Video Production

from €8,000

Direction, production, and post-production of film and video content.

Photography & Art Direction

from €4,000

Shoot concept, art direction, photographer coordination, and post-production.

Editorial & Content Strategy

from €3,000

Content architecture, editorial calendars, and format development across channels.

Social Content Systems

from €2,500

Systematic content frameworks for social channels — templates, cadence, and creative direction.

À LA CARTE

Creative & Production (cont.)

Continued — design, packaging, and the physical expressions of the brand.

Publication & Brochure Design

from €3,500

Designed publications, brochures, catalogues, and printed collateral.

Lookbook Production

from €5,000

Concept, art direction, photography, and design of seasonal or collection lookbooks.

Packaging Design

from €4,000

Structural and graphic design for product packaging and unboxing experience.

Presentation & Pitch Design

from €2,000

Investor decks, sales presentations, and keynote design.

Event & Experience Direction

from €5,000

Concept, creative direction, and production of events, launches, and experiential formats.

Spatial & Environmental Design

from €6,000

Translating brand identity into physical space — retail, hospitality, exhibition, and installation.

À LA CARTE

Platforms & Digital

Strategy through working software. Concepting, designing, and shipping digital platforms and products — at startup speed, with three decades of creative direction.

Website Design & Build

from €6,000

Designed and developed websites — from single-page to full content-managed platforms.

E-Commerce Platforms

from €8,000

Online retail platforms — product catalogues, checkout, inventory, and fulfilment integration.

Product MVP Development

from €10,000

Minimum viable products built and shipped — from concept to functional prototype.

Platform Architecture

from €5,000

Technical and structural planning for digital platforms, data models, and system design.

UX & Interface Design

from €4,000

User experience strategy, wireframes, and high-fidelity interface design.

Digital Product Strategy

from €3,500

Roadmaps, feature definition, market positioning, and launch planning for digital products.

MENUS

Curated Engagements

Selected combinations for specific ambitions. Each menu is a starting point — adjusted to the brief, the timeline, and the budget.

MENU I

The Foundation

For brands starting from zero or resetting completely. The strategic and visual foundation everything else builds on.

Brand positioning

Cultural landscape research

Competitive & market analysis

Visual identity & brand systems

Strategic narrative

Brand guidelines document

From €18,000 · 8–12 weeks

MENU II

The Campaign

For brands launching a product, a collection, a season, or an opening. Strategy through to delivered creative across every channel.

Campaign creative direction

Film & video production

Photography & art direction

Editorial & content strategy

Social content systems

Publication or lookbook design

From €22,000 · 6–10 weeks

MENUS

MENU III

The Launch

For property developments, hotels, hospitality venues, and ventures going to market. Everything from brand to website to launch collateral in one engagement.

Brand positioning

Visual identity & brand systems

Website design & build

Publication & brochure design

Photography & art direction

Launch campaign direction

From €28,000 · 10–14 weeks

MENU IV

The Practice

A retained creative partnership. Ongoing direction, production, and strategic thinking — available on call, embedded in the business, scaling with the work.

Monthly strategic direction

Campaign and content oversight

Production coordination

Brand guardianship

Priority access and response

Quarterly review and recalibration

From €5,000 /month · Minimum 6 months

*All menus are tailored to the brief.
Scope, timeline, and investment confirmed before any work begins.*

