

YOUR PERSONAL ROLE OF COUNTRY BRAND



There are places which I will always remember

But these places never remember you

Jehan Akbar



WE

A photograph of a street scene during the day. The street is lined with trees on both sides. Several cars are visible on the road, including a yellow taxi in the foreground. A white rectangular box is overlaid on the center of the image, containing the word "ARE" in large, bold, black capital letters. The background shows a multi-story building on the left and a clear sky.

ARE

A scenic mountain landscape. In the foreground, several tall, thin, reddish-brown stems with dried, brown, fuzzy seed heads stand prominently. The ground is covered in dry, yellowish-brown grass and some rocks. In the middle ground, a person wearing a dark cap is seen from behind, looking towards a valley. The valley is filled with dense evergreen trees. In the background, majestic mountains with patches of snow and some clouds are visible under a bright, slightly overcast sky.

THE PEOPLE



WHO RULE THE WORLD

A photograph of a dirt path winding through a dense forest. The path is made of dirt and gravel, leading from the bottom center towards the middle ground. The forest is filled with tall, thin trees and thick green undergrowth. The lighting is bright, suggesting a sunny day. A white rectangular box is overlaid on the center of the image, containing the text "YOU CAN" in bold, black, sans-serif capital letters.

YOU CAN

A scenic view of a park during the golden hour. The scene is dominated by large, leafy trees that cast long shadows on the paved walkway. In the background, a large fountain is visible, with water spraying upwards, creating a bright, hazy glow. A few people are walking in the distance, and a bicycle is parked near a tree. The overall atmosphere is peaceful and serene. A white rectangular box is overlaid in the center of the image, containing the word "TRY" in a bold, black, sans-serif font.

TRY

WHAT IS X-BRAND AND WHO THE HELL
I AM?

PROJECTS

YOU ARE THE
MAIN CURRENT
LIVE PROJECT
OF X-BRAND

THERE ARE
62 INTERNS
SITTING IN
THIS HALL

Who are you?

Student Intern Boy
Dancer Girl
Playboy Kazakh Russian
Lunatic Uzbek

BUT

NEVER FORGET...

YOU ARE
REPRESENTATIVES
OF
KAZAKHSTAN

WHAT MAKES US SPECIAL?

3 LANGUAGES FOR
COMMUNICATION

MORE THAN
NATIONALITIES **130**

ABOUT **52%** OF
NOT NATIVE PEOPLE

What do you think you will face?



Just confess 😊



REALITY

What do you expect to hear after
saying that you are from
Kazakhstan?

SOMEWHERE IN
CENTRAL ASIA

OR

SOMEWHERE
UNDER RUSSIA

POSTCOMMUNISTIC GAS

COUNTRY ARAB OIL

COUNTRY

THE QUESTION IS:

HOW

WE CAN
MAKE IT



MINI-TEST

