


YOUR PERSONAL ROLE OF COUNTRY BRAND



A dramatic sunset sky with orange and yellow clouds, silhouetted against a building with a clock tower. The building has a prominent clock tower with a pointed roof and a balcony. The sky is filled with large, billowing clouds that are illuminated from below, creating a warm, golden glow. The building is in the foreground, and its silhouette is dark against the bright sky. The overall mood is nostalgic and contemplative.

There are places which I will always remember

But these places never remember you

John Allen




WE

A photograph of a street scene with several cars driving on a road. On the left, there is a multi-story building and some trees. On the right, there are large, leafy trees. The word "ARE" is overlaid in a large, black, sans-serif font within a white rectangular box in the center of the image.

ARE

A scenic mountain landscape. In the foreground, there are several dried, brown, fuzzy plants on thin stems. The middle ground shows a person with dark hair, seen from the back, looking out over a valley. The valley is filled with green coniferous trees. In the background, there are large, rugged mountains with patches of snow and some clouds. The sky is overcast.

THE PEOPLE

A large, multi-tiered fountain is illuminated at night, creating a warm, golden glow. In the foreground, a dark silhouette of a statue, possibly a person in a dynamic pose, stands on a pedestal. To the left, the dark, leafy branches of a tree are visible. In the background, a tall, multi-story building with many windows is partially obscured by the fountain's spray. The overall scene is a blend of natural and urban elements, captured in a dramatic, low-key lighting style.

WHO RULE THE WORLD



YOU CAN

A photograph of a park at dusk or dawn. A large, leafy tree dominates the right side of the frame. In the background, a fountain is illuminated with a warm, golden light. Two people are walking on a path to the left. The word "TRY" is overlaid in a large, bold, black font on a white rectangular background in the center of the image.

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
Dancer Boy
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

