

# Chilk

## Case Study

**Client:** Chilk

**Industry:** Food & Beverage (Parody)

**Location:** Everywhere

### Overview:

A deliberately ridiculous concept executed with total discipline to prove how fast a complete system can be built when signals are aligned.



## The Fix

### Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined the “brand universe” and comedic rules
- **Distill:** Created naming, identity, voice system, and packaging direction.
- **Amplify:** Built the site, social, merch, and content assets.

## The Outcomes

- Complete concept-to-system execution
- A repeatable internal R&D example of voice discipline + brand commitment

## The Work

Naming, Identity, Web, Social, Copy, Video, Merch