

The Invention of Bobby Mbaye

██████████ CI and Austro-Ethiopian hyperreality

In order to add a new facet to the slightly square current CI and brand presence of ██████████ and to show their love for and their connection to Ethiopian culture, a fictitious company founder/mentor/mascot by the name of Bobby Mbaye is to be created. Bobby who runs his – not precisely defined – business from his office in the streets of Addis Ababa repeatedly sends motivating, philosophical and cryptic videos and text messages to his employees in Austria, giving them tasks and food for thought. In irregular intervals these videos will be recorded by an Ethiopian associate with his Sony camcorder and then sent to Austria for editing where they will be posted on ██████████ currently neglected social media, giving them opportunity to comment on the latest internal and external affairs with a little twist while also showing their potential for self-referentiality, metalevels and campaign-like thinking.

Bobby's message I:

My dear ██████████, sometimes we just spent too much times in the office, we get worked up, we lose focus and we no longer feel connected to that first spark of joy that made us start with this job.

in moments like these it is important to think positively, to take a moment to reconsider and to randomly start complimenting your co-workers with all your heart. for example:

CUT auf CLOSE UP (ironic)

- ██████████, you are looking absolutely gorgeous today.
- ██████████, what a funny and original idea you pitched yesterday.
- ██████████, I really like your new sneakers. You sure know how to dress up and that skin fade of your buzzcut is just amazing.

Feels good, doesn't it? – Dear ██████████, please keep it up.

CUT

I am Bobby Mbaye, and I approve this message

Bobby's message II:

One of the biggest mysteries in this world is the discrepancy of „idea & realization“: sun and flesh, god and man, what could have been and what it actually became....

CUT auf CLOSE UP

My dear friends, I know that you are perfectionists and that it can be very hard to realize that you have to compromise in order to materialize.

i know, even the best idea is as only as good as its realization, but If you are not ready for a little compromise and you block the implementation you might end up bitter:

Others will come up with a worse idea, but they will bring it to the streets and make it reality. in this case their idea is better than yours because they actually made it happen and you didn't.

Sometimes it's as simple as that.

Keep it up and work hard to make your dream come true.

CUT

I am Bobby Mbaye, and I approve this message

Bobby's message III

My dear friends, I'm very happy with the work you did for me last week.

This is why I got you a present: this fur coat!

(Shows the fur-coat)

It is a very special coat: it will help you find inner peace, focus and your creative center.

It means a lot to me but i will graciously give it to you.

All the best to you my friends –

and don't forget: There's plenty more, where that came from.

CUT

I am Bobby Mbaye, and I approve of this message.