



WHAT

*I*

DO

**THE WHO**  
*THE WHAT*  
*THE WHY*  
PORTFOLIO



# WHO I AM

HI I AM LISA.

I AM AMBITIOUS, BUT FUN, EMOTIONAL,  
VISIONARY, ENTHUSIASTIC, PASSIONATE,  
CREATIVE AND A LITTLE CRAZY.

I WEAR MY HEART ON MY SLEEVE AND HAVE A  
GOOD FEELING FOR BRANDS, PEOPLE AND THEIR  
STORIES.

I GIVE IDEAS THE FOCUS AND DISCOVER THE  
RIGHT WHY. BECAUSE BEHIND EVERY IDEA THERE  
IS A STORY. BEHIND EVERY STORY THERE IS A  
FEELING. WITHOUT THE RIGHT FEELING,  
IT'S JUST BLA NOT {B}LA!





# MY SUPERPOWER

*„CREATIVE MIND MEETS HANDS-ON MENTALITY“*

I TRULY BELIEVE THAT A BRAND NEEDS MORE THAN JUST  
360° ASSISTANCE OR A MARKETING PLAN  
TO FOLLOW THROUGH.

IT NEEDS A SOUL FROM THE OUTSIDE, SOMEONE WHO  
BREATHES THE SAME AIR, MOVES IN THE SAME RHYTHM  
AND SHARES THE SAME DREAMS.

A FRESH PINCH OF VIGOR FROM THE OUTSIDE THAT SEES  
CLEARLY, DELIVERS NEW IDEAS  
AND CREATES A VERY SPECIAL VIBE.  
A VIBE THAT VIBRATES.

I AM THAT SOUL - TAKING CARE OF A BRAND IN PRECISE  
MOMENTS AND CONSULTING IN THE JUST THE RIGHT SPOTS.  
AS MUCH AS AN IMAGE PLAN IS NEEDED FOR SUCCESSFUL  
BRANDING, WHAT IS JUST AS IMPORTANT IS A PARTNER WHO  
IS ABLE TO CATCH AND SPREAD COMMUNICATIVE IDEAS IN AN  
AGILE AND FLEXIBLE WAY.

# WHAT IS CREATIVE COMMUNICATION?

COMMUNICATION NOWADAYS HAPPENS IN SO MANY WAYS.  
DIGITAL, SOCIAL, PERSONAL.

HOW TO BE HEARD WHEN SO MANY PEOPLE TALKING  
AT THE SAME TIME?  
SHOUTING OUT LOUD IS NOT THE ANSWER.

CREATIVE COMMUNICATION FOR ME MEANS TO SPREAD THE  
BRAND'S IDENTITY BY DETERMINE THE RIGHT IMAGE STYLE  
AND TONE OF VOICE.

TO SPREAD SMART AND INTERESTING CONTENT ACCORDING  
THE BRAND AND INTERESTED CROWD.

WHAT  
IS  
THIS  
BLA  
?



# SOME PROJECTS

## THE GLOW SKINCARE

Press launch in Germany:  
Event organization for launch events in  
Munich & Hamburg  
Digital press kit  
PR stories & interviews  
Press clippings f.e. in Vogue, Grazia,  
Barbara, Gala, Bunte

Set up newsletter marketing  
Creative guidance for content (IG & CRM)  
Implementation of sales funnels via  
cross media campaigns



# SOME PROJECTS

## CANTURA ORGANICS

Content creation & storytelling for the website  
Implementation of Brand book  
Creative guidance for content & campaigns  
Press launch in Germany: Press clippings f.e. in Vogue, Grazia, Barbara, Gala.de  
Set up & text lead newsletter marketing



Join the new materialism

Die Deluxe-Erwerte aus hochwertigem Bio-ÖÖÖ.  
100% natürlich und vollstündig Pflanzenstoff.  
Nachhaltig und regional für eine bessere Zukunft.

### DAS WARUM

So wie es ist, geht es nicht mehr weiter.

Wir können es nicht ändern, weil die digitale Vernetzung, Stress und die Wertschöpfungsketten perfekt zusammen auf den Kopf zu liegen.

Stress macht zum Stress Symbol. „If you can't handle stress, you can't handle success.“ Seriously?

Es ist Zeit unsere Werte neu zu definieren.  
Denn wir wachsen mehr.

Aber nicht mehr Deuts, mehr Aufmerksamkeit, mehr Status.  
Wir möchten mehr Zufriedenheit, mehr Ausgeglichenheit und  
mehr Selbstliebe.

Wir wachsen mit Cantura organics neuem Energie Kosmetik.  
Es muss Gefühl in unserem Alltag eingeregelt  
Das Cantura-Gefühl.

Wir wachsen, auch an der Hand gefüllt, weil dieses neue unsere  
empfindliche Haut mehr als spendet und unsere als unsere  
ganz empfindet.  
Tipp: für mehr Selbstliebe, mehr Energie, mehr Balance.

„Cantura ist kein Hype,  
sondern ein Lebensgefühl.“

Erleben Sie mit uns einen neuen Teil von Materialismus.  
Für Materialismus, der wirklich nachhaltig ist.

# SOME PROJECTS

## *STEPHANIE THATENHORST INTERIOR*

Content creation & storytelling for  
webshop  
Social media concept  
Development of the blog “selected by  
Stephanie Thatenhorst” as a cross-selling  
tool

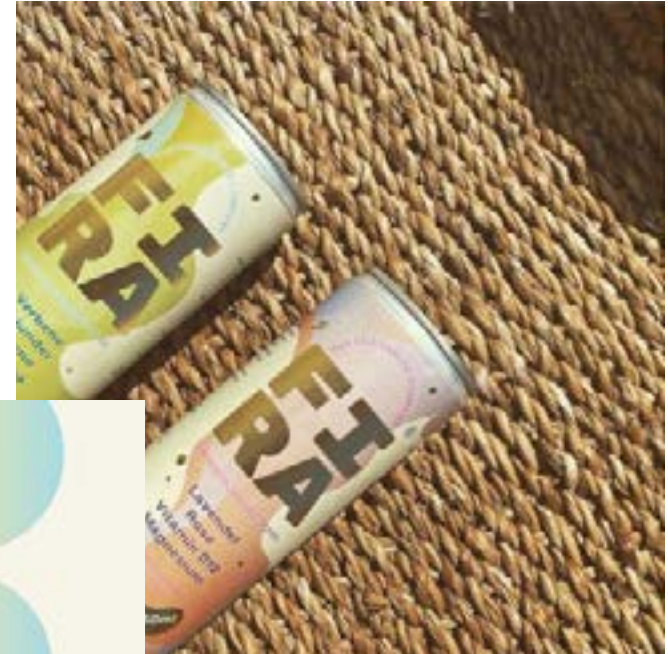




# SOME PROJECTS

## *FIRA SODA*

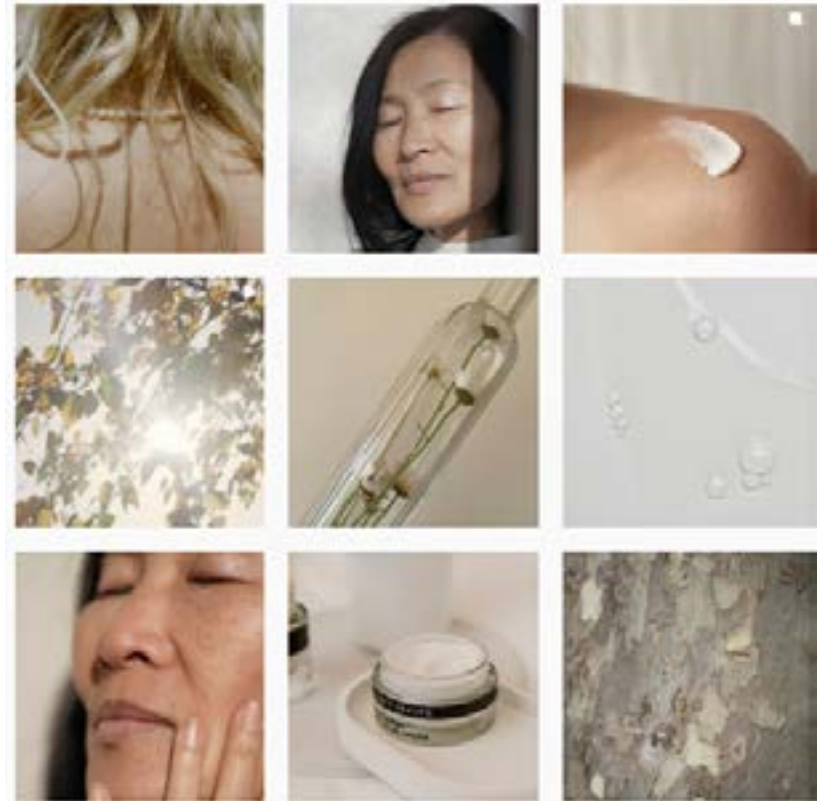
Head of content & communication  
Copywriting for newsletter & blog  
PR services  
Social media concept



# SOME PROJECTS

## *TEAM DR JOSEPH*

Screening status quo  
Consulting for content strategy (B2C)  
Input & ideas for journal



**THIS**  
*WAS*  
*JUST*  
A SNEAK PEEK

**CONTACT**

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Studio**