

PASTEL
CREATIVE

PARA X RIPPLING

ROTR: ON THE ROAD WITH PARA

TURNING PARTNERSHIP STORYTELLING INTO
A MODULAR CAMPAIGN SYSTEM.



**ACT I:
STRATEGY**



OVERVIEW: THE OPPORTUNITY

PARA needed a campaign concept that could celebrate the energy of its road presence while reinforcing brand personality in a way that felt ownable, scalable, and distinctly PARA.

The objective was to create a campaign system that could:

- Bring personality into partnership marketing
- Support repeatable content across multiple locations
- Turn static social posts into a connected visual narrative
- Build recognition through a memorable creative concept

THE CHALLENGE

How do you make a road campaign feel cohesive, playful, and strategic at once?

Traditional event content often feels:

- Repetitive
- Location-driven but not story-driven
- Informative without much personality
- Difficult to scale without becoming formulaic

The challenge was to create something modular enough to repeat, but imaginative enough to stay fresh.

EARLY CAMPAIGN EXPLORATION

01

**Traditional
Event
Promotion**

02

**Personal
Brand
Driven**

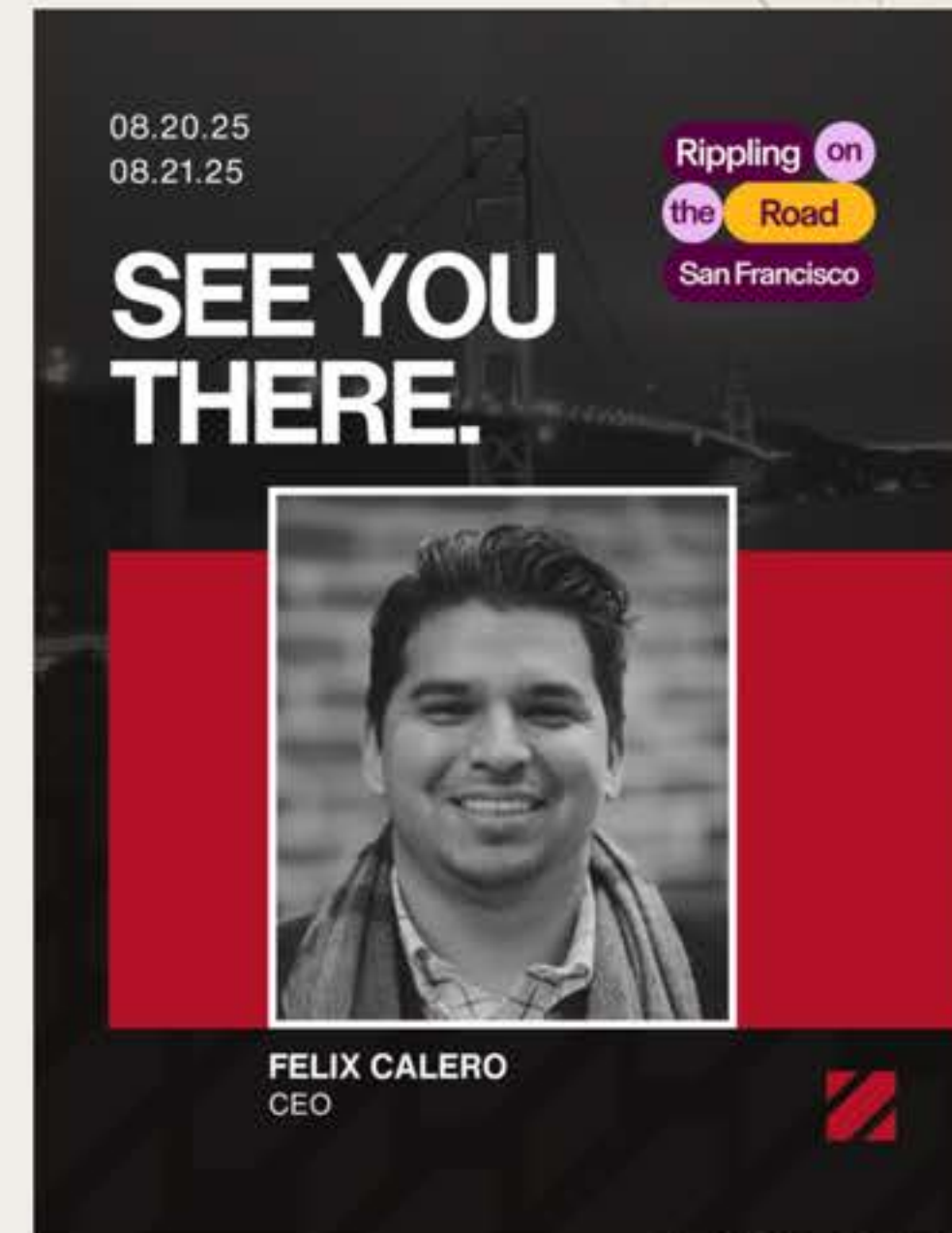
03

**LEGO-
Inspired
Event System**

EARLY CAMPAIGN EXPLORATION

Direction 1 – Traditional Event Promotion

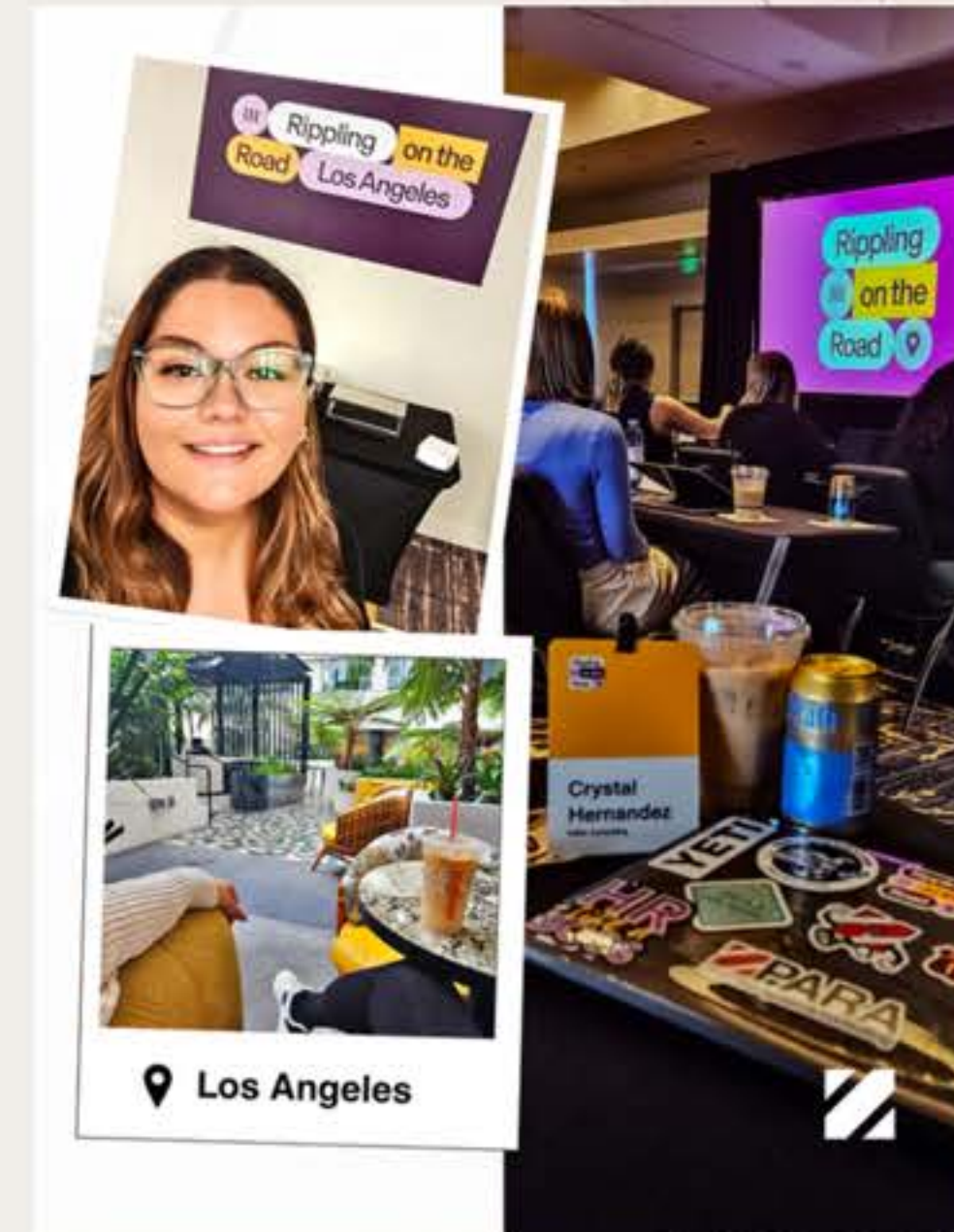
- Standard conference graphics
- City skyline imagery
- Branded attendee messaging
- Considered too generic



EARLY CAMPAIGN EXPLORATION

Direction 2 – Personal Brand Driven

- Team-member spotlight campaign
- More human-centered approach
- Stronger networking emphasis
- Needed a more recognizable visual hook



EARLY CAMPAIGN EXPLORATION

Direction 3 – LEGO-Inspired Event System (Final Direction)

- Custom collectible-style characters
- City-specific storytelling
- Highly adaptable campaign framework
- Created instantly recognizable visual continuity



THE INSIGHT

People connect with characters and stories faster than they connect with campaign messaging.

Rather than treating each event stop as a standalone post, we approached the campaign as a journey.

The insight: If each destination became a chapter, and each team member became a character, the campaign could feel less like content and more like a world people wanted to follow.

THE BIG IDEA

Build a world around the road.

ROTR transformed team members into stylized LEGO-inspired characters traveling from city to city, documenting the road through iconic locations, playful storytelling, and a repeatable visual system.

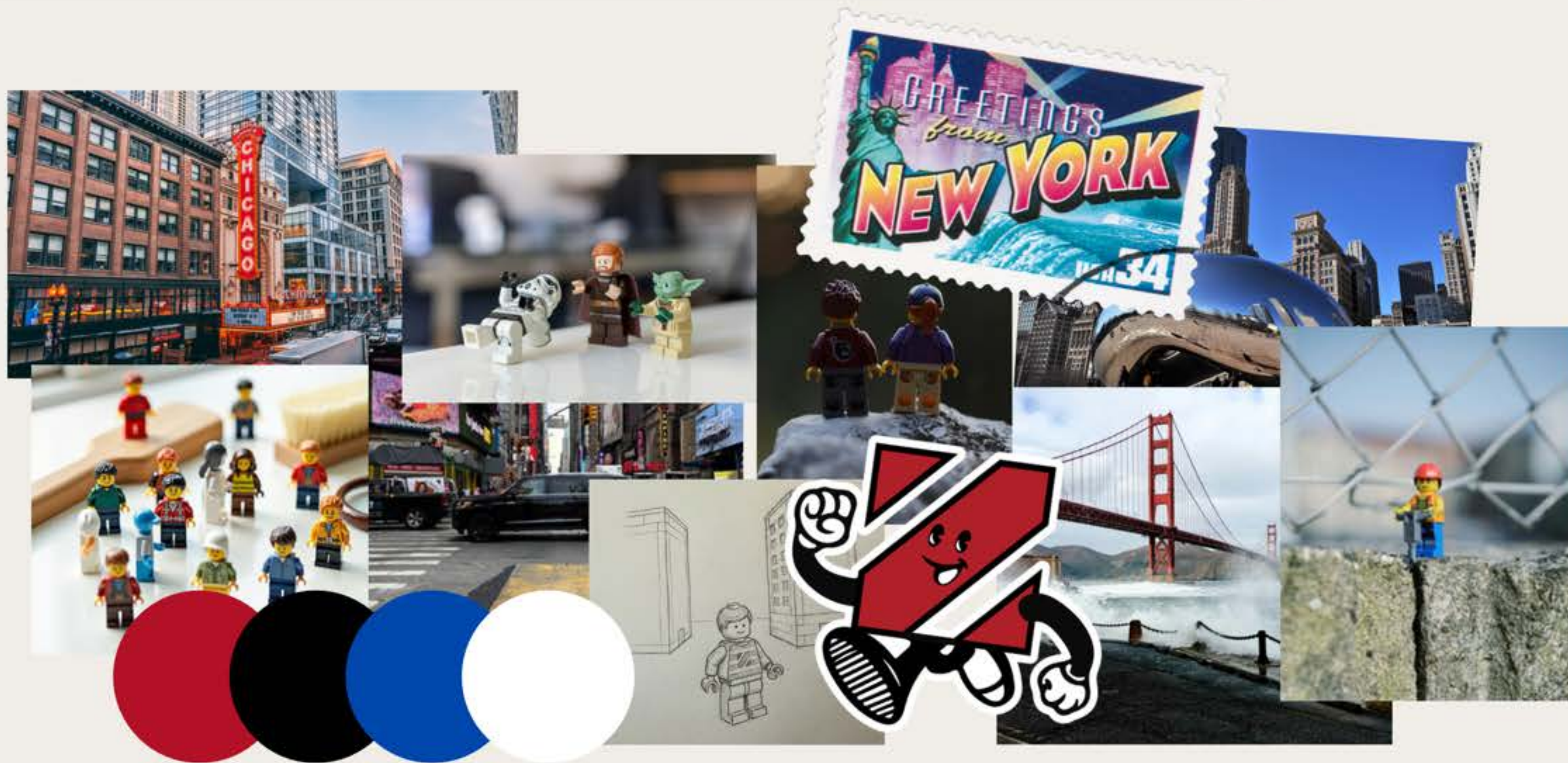
The concept combined:

- Character-driven storytelling
- Location-based visual worldbuilding
- Brand expression through a modular campaign system

Playful enough to engage. Strategic enough to scale.



MOODBOARD



EARLY CAMPAIGN NAMING EXPLORATION

Explored Directions

- PARA On The Road
- Rippling On The Road
(Event name)
- Build Your Stack
- Built For Growth
- The People Behind Payroll
- Roadshow Builders
- PARA City Series

Why "ROTR" Won

- easy internal shorthand
- scalable across cities
- event-oriented
- social-friendly hashtag potential
- recognizable recurring campaign identity

BUILDING A SCALABLE CREATIVE SYSTEM



New Challenge

Create event marketing assets rapidly across multiple cities while keeping the campaign visually distinct and personalized.



Solution

Developed an AI-assisted modular campaign system combining:

- custom character generation
- city-specific storytelling
- reusable design frameworks
- scalable social templates



**ACT II:
CREATIVE
DEVELOPMENT**

BUILDING THE CAST

Translating People into Characters

Each character was developed as a stylized representation of the team members they embodied.

Character prompts were built around recognizable details including:

- Hair color and styling
- Skin tone and facial features
- Glasses and signature accessories
- Facial hair and individual traits



BEFORE AND AFTER (EX. BRI CHARACTER)



Image Reference:



A LEGO-style minifigure inspired by a woman with light-to-medium skin tone, long brown hair with subtle lighter highlights, softly curled at the ends and parted near the center. She wears round dark-framed glasses, has a warm friendly smile, natural makeup, and soft rounded facial features. The minifigure has a plain black torso shirt with no logo or design, simple black legs, classic LEGO proportions, glossy plastic texture. Studio lighting, clean white background, soft shadow underneath, realistic 3D toy photography style, high detail.

Rough AI outputs

Modern Hairstyle

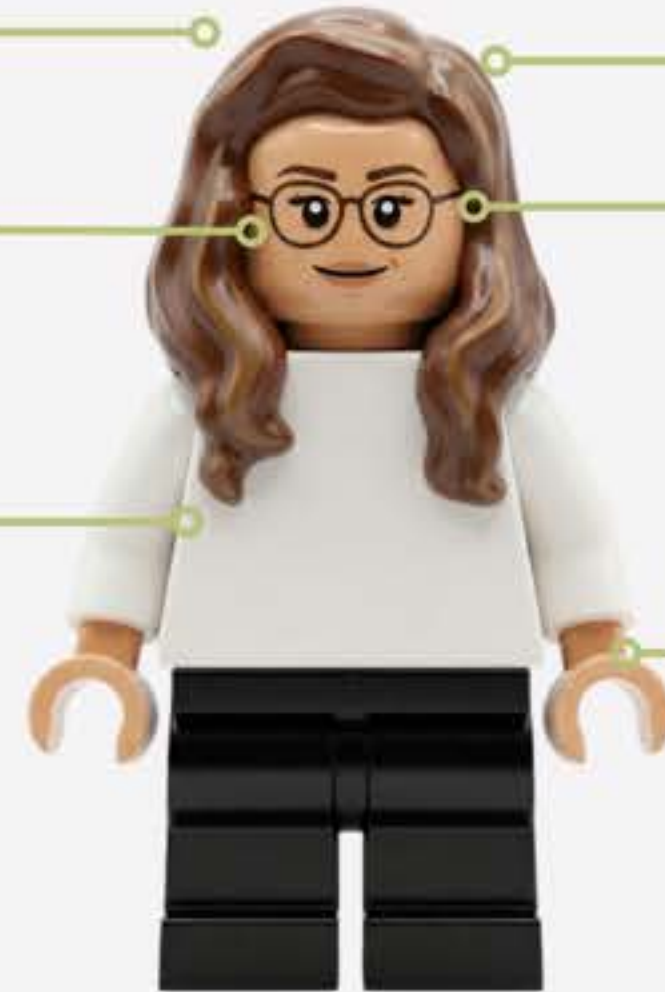
Added hair highlights

Softer facial features

Updated Glasses

Plain white long sleeve shirt

Matched skin tone



Polished Final

BUILDING THE CAST

Translating People into Characters

Branded wardrobe elements were incorporated using:

- PARA palette-aligned apparel
- PARA mascot and icon references
- Custom “I ❤️ PARA” travel-inspired shirt variations

The goal was not generic avatars, but characters with identity.



DESIGNING THE JOURNEY

Worldbuilding Through Place

Each campaign stop centered around recognizable destinations tied to the cities being visited.

Locations were selected based on:

- Cultural recognizability
- Tourism landmarks
- Composition and camera angle viability
- Believability for life-scale character placement
-

Stock imagery became the stage for each story.



DESIGNING THE JOURNEY

Worldbuilding Through Place

Every destination helped reinforce:

- Movement
- Discovery
- Regional personality
- A sense of an unfolding campaign narrative



GIVING CHARACTERS LIFE

Personality in the Details

Characters were styled with expressions, props, and poses informed by both personality and place.

Examples included:

- City-specific tourist props
- Location references integrated into wardrobe or accessories
- Character poses that felt candid and playful
- Subtle humor balanced with polished visual execution

This moved the campaign from concept to character-driven storytelling.

PROMPTING AS DESIGN DIRECTION

AI as Creative Development Tool

Prompting was used as part of the design process, not just image generation. Each image involved iterative prompt building focused on:

- Likeness refinement
- Character consistency
- Pose and composition direction
- Environmental realism
-

Prompting became a creative discipline that supported ideation, iteration, and production.

PROMPT EXAMPLES SECTION

Prompt:

PARA Conference NYC Character Accessories + Expressions + Poses

Add New York-themed accessories to each existing character while keeping their original appearance, clothing, and identity unchanged. Enhance the scene by giving each character natural, candid expressions and poses as if they are arriving at or gathering during a conference group moment.

The overall feeling should be energetic, candid, and slightly playful — like a team enjoying New York together.

Character-specific direction:

1. Bri:

- Add a Statue of Liberty crown headband (foam-style, bright green).
- Expression: bright, cheerful smile — slightly playful
- Pose: slightly leaning in or mid-laugh, as if reacting to someone nearby
- Energy: outgoing, fun, bringing lightness to the group

2. Mark:

- Add a New York Yankees baseball cap (navy with white NY logo).
- Expression: relaxed, confident smile
- Pose: standing casually, maybe hands in pockets or slight lean
- Energy: calm, grounded, effortless

3. Felix:

- Add a New York City subway map, slightly unfolded in his hands.
- Expression: focused but amused, like he's figuring it out
- Pose: looking down at the map or mid-conversation while holding it
- Energy: curious, observant, slightly "figuring out the city" vibe

DETAILED CHARACTER PROMPT EXAMPLES



Bri:

- Add a Statue of Liberty crown headband (foam-style, bright green).
- Expression: bright, cheerful smile — slightly playful
- Pose: slightly leaning in or mid-laugh, as if reacting to someone nearby
- Energy: outgoing, fun, bringing lightness to the group



Mark:

- Add a New York Yankees baseball cap (navy with white NY logo).
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Felix:

- Add a New York City subway map, slightly unfolded in his hands.
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- Pose: looking down at the map or mid-conversation while holding it
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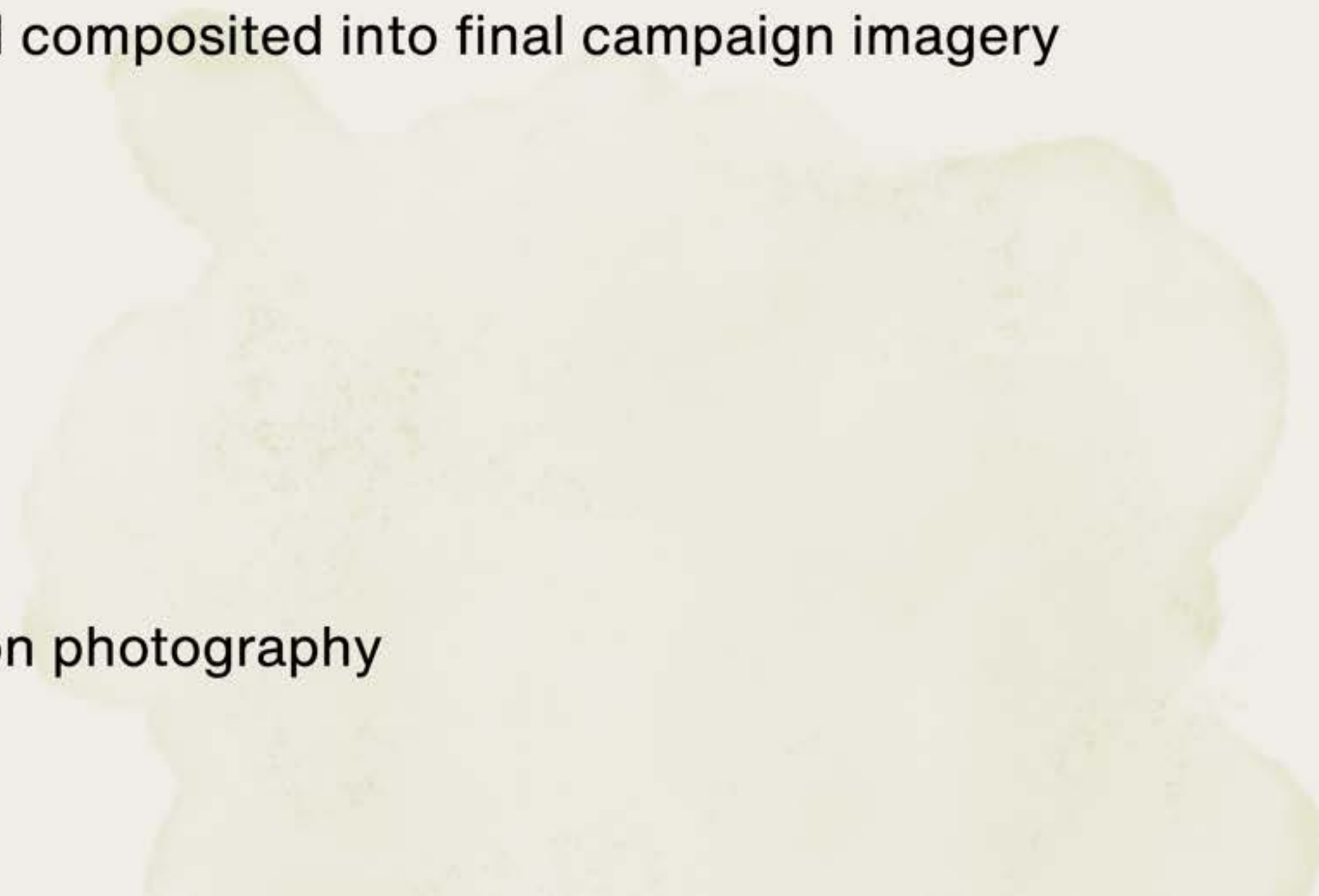
CRAFTING THE FINAL STATICS

From Generated Assets to Finished Compositions

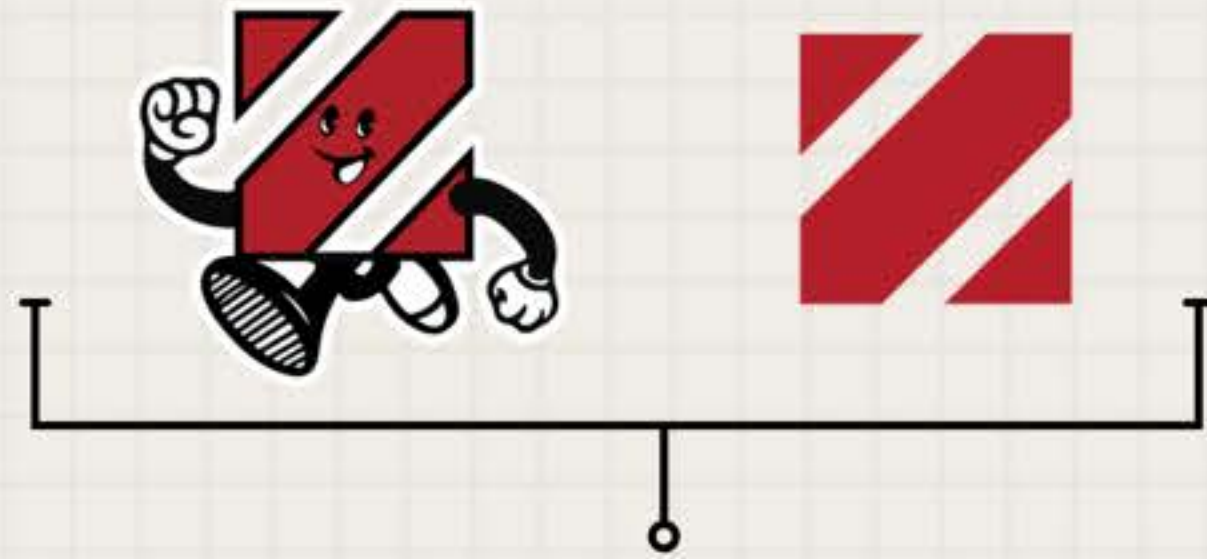
Generated characters were refined and composited into final campaign imagery through Photoshop.

Production included:

- Shirt graphic customization
- Environmental compositing
- Lighting and scale adjustments
- Seamless placement into destination photography



DESIGN SYSTEM / COMPONENTS



I ♥
PARA



SHIRT DESIGNS

FELIX



BRIANNA

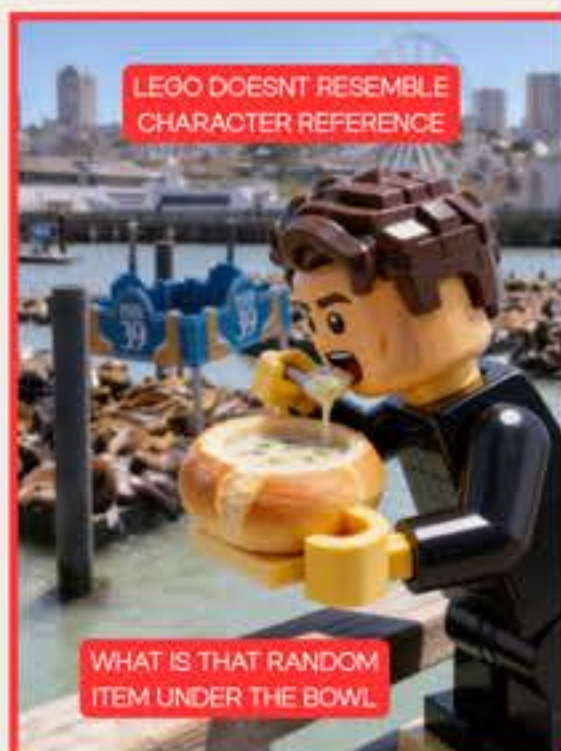
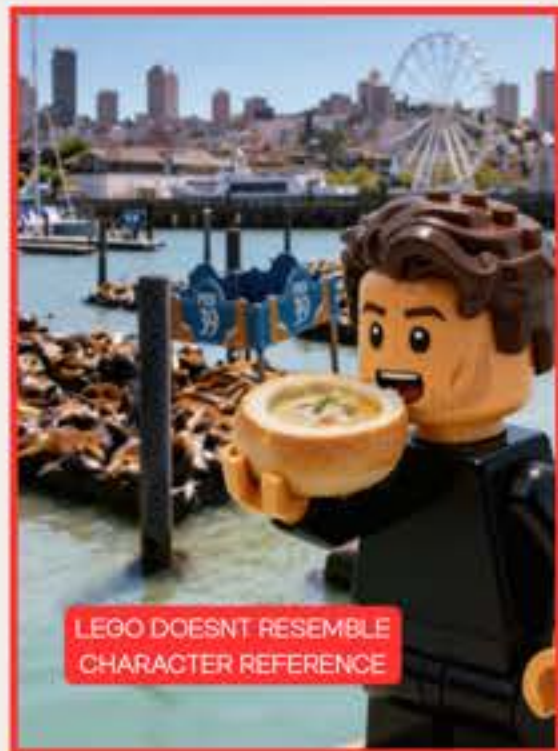


MARK



BUILD THE CHARACTERS

TRIAL AND ERROR



TRIAL AND ERROR



PROMPT:

Use the provided image as the exact base plate. This is an image edit, not a new scene.

Keep the entire background exactly as-is. Do not recreate, redesign, or reinterpret anything in the environment. Do not change the subway interior, seats, walls, poles, lighting, framing, perspective, or any elements in the image. Preserve the background exactly as provided.

Add a single LEGO-style character (Mark) sitting naturally on one of the subway seats in the foreground. The character must match the provided reference exactly — same hair, facial features, clothing, colors, and proportions. No outfit changes, no color changes. The LEGO character must be scaled correctly so they appear small compared to the real subway environment.

Mark is seated slightly angled, leaning forward casually with elbows resting lightly on his knees. He is holding a simple New York snack such as a hot dog. His expression is friendly and relaxed.

The character should be grounded to the seat with realistic contact shadows and lighting that matches the existing scene.

Do not move the camera. Do not change composition, crop, zoom, or blur the image.

Do not generate a new background. Do not alter any existing elements. Do not change perspective or reinterpret the scene.

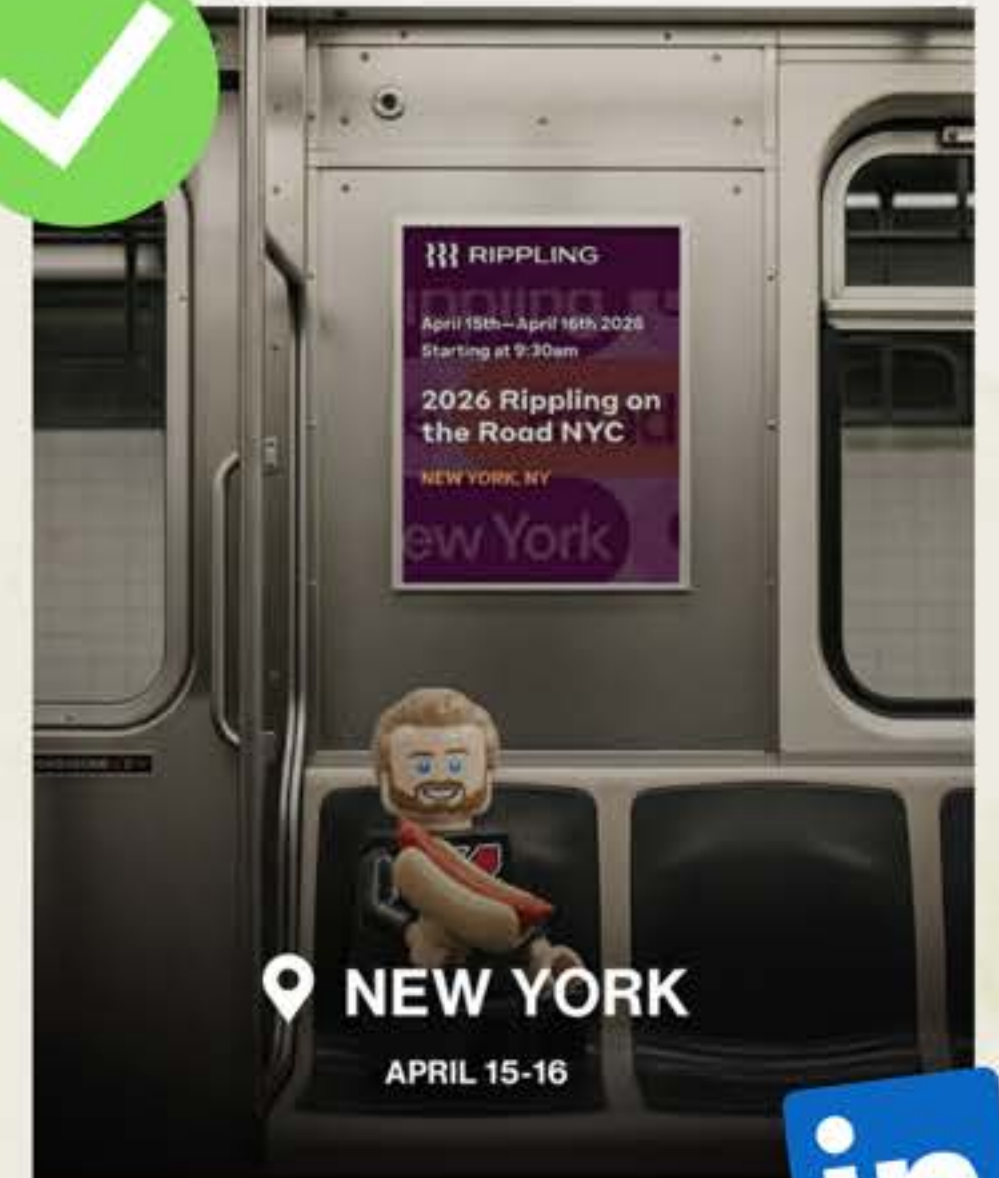
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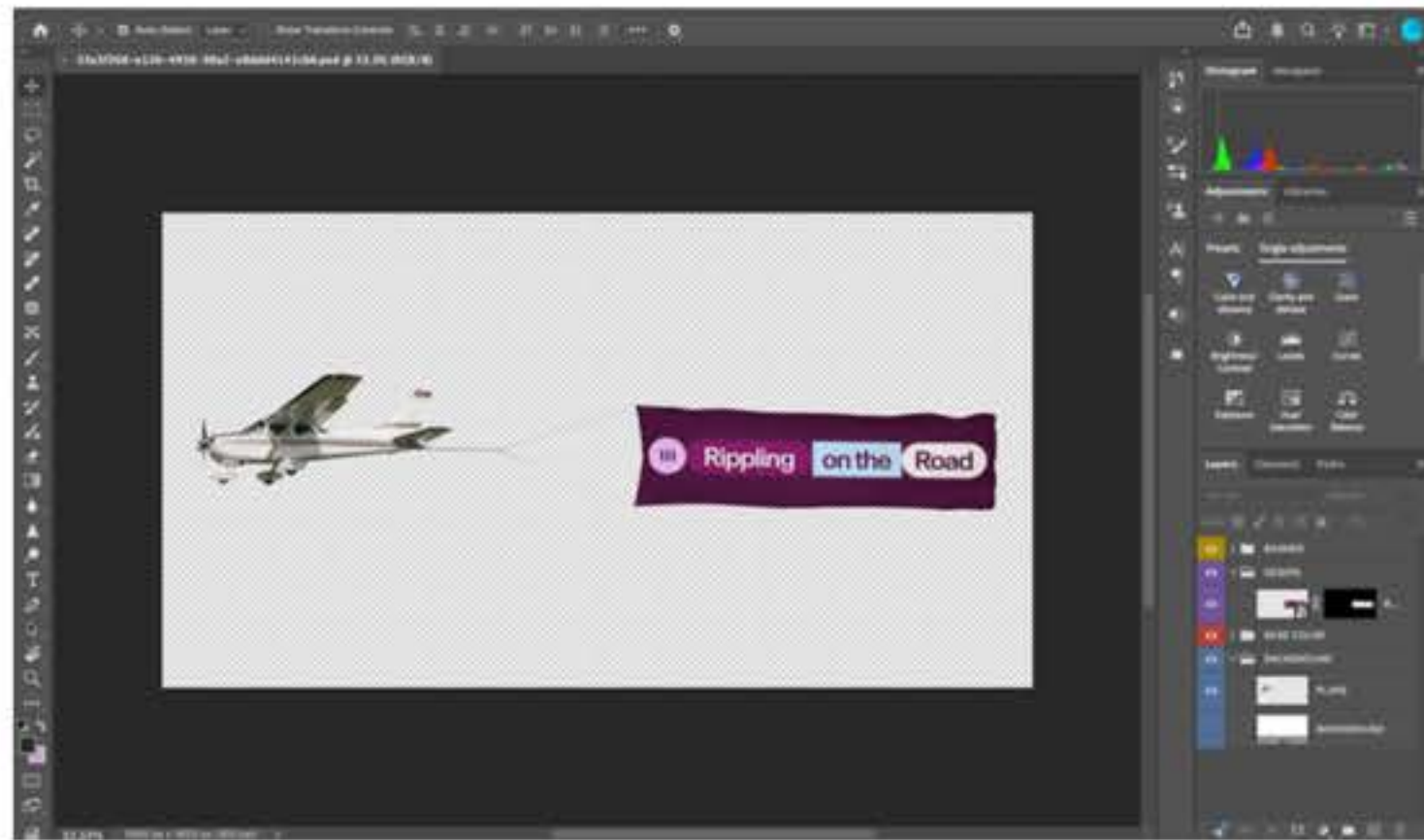
Final overlays included:

- PARA logo placement
- Location stamp treatment
- Event dates
- Consistent campaign branding system

Every post balanced playfulness with polish.



PHOTOSHOP LAYERING



Creating airplane to show brand presence of Rippling on the Road conference logo



Layering Para charcter on to shirt and editing background to display airplane in the background in a natural setting.

A REPEATABLE CONTENT SYSTEM

Designed to Scale

The campaign was built as a repeatable framework rather than a collection of one-off visuals.

Process system:

1. Character development
2. Destination research
3. Narrative styling
4. Compositing and refinement
5. Branded overlays
6. Repeat across every campaign stop

This created consistency without repetition.



INDIVIDUAL CHARACTER POSTS

Character Spotlights

Each team member received dedicated static posts that highlighted personality within each destination.

These posts helped:

- Spotlight individual personalities
- Expand campaign variety
- Make the concept feel human and personal
- Turn the series into collectible moments

Each post functioned as both branded content and storytelling.



GROUP HERO POSTS FOR PARA

Campaign Anchor Moments

Alongside individual posts, group scenes brought all three characters together in shared environments.

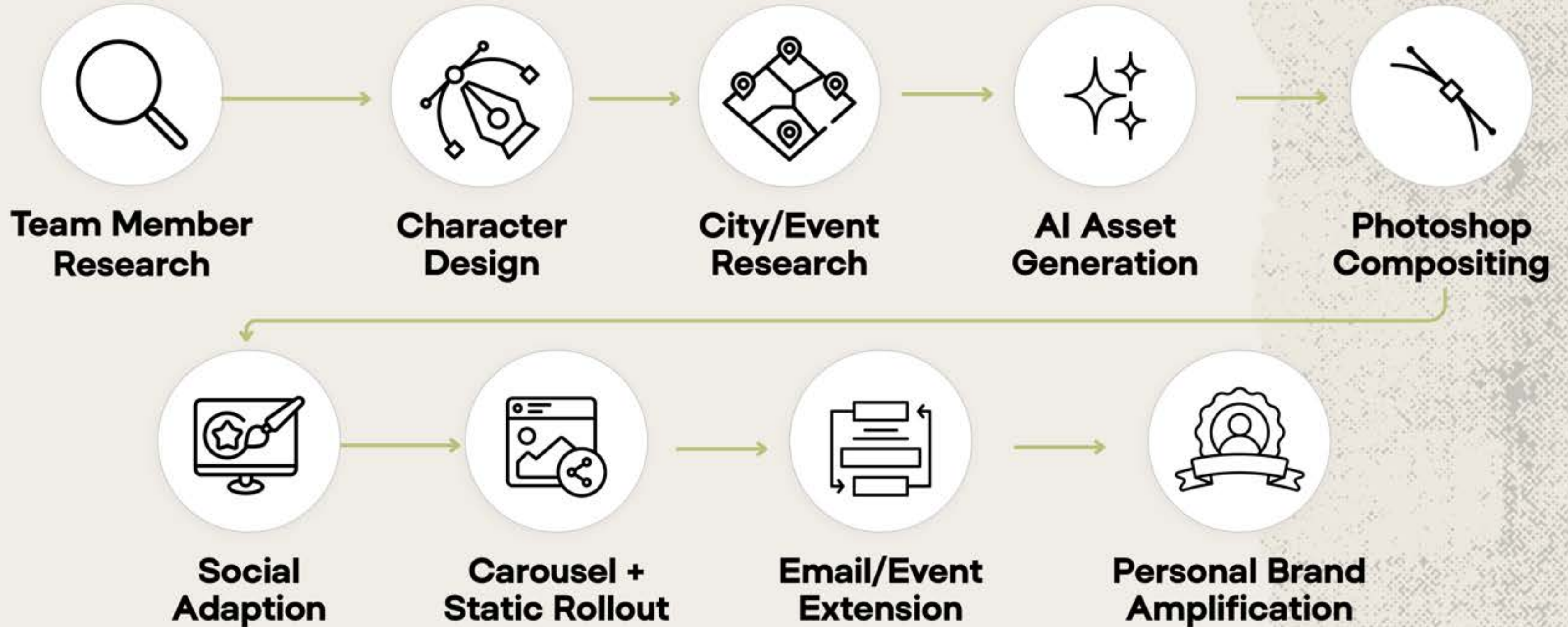
These hero compositions reinforced:

- Team chemistry
- Partnership presence
- Brand-level storytelling
- Signature campaign moments
-

Settings ranged from professional scenes to destination landmarks, always showing the characters full-body to preserve scale and presence.



CAMPAIGN SYSTEM DIAGRAM



**ACT III:
EXECUTION**





CHICAGO



KEY CAMPAIGN VISUALS

📍 CHICAGO

Cloud Gate

Wrigley Field

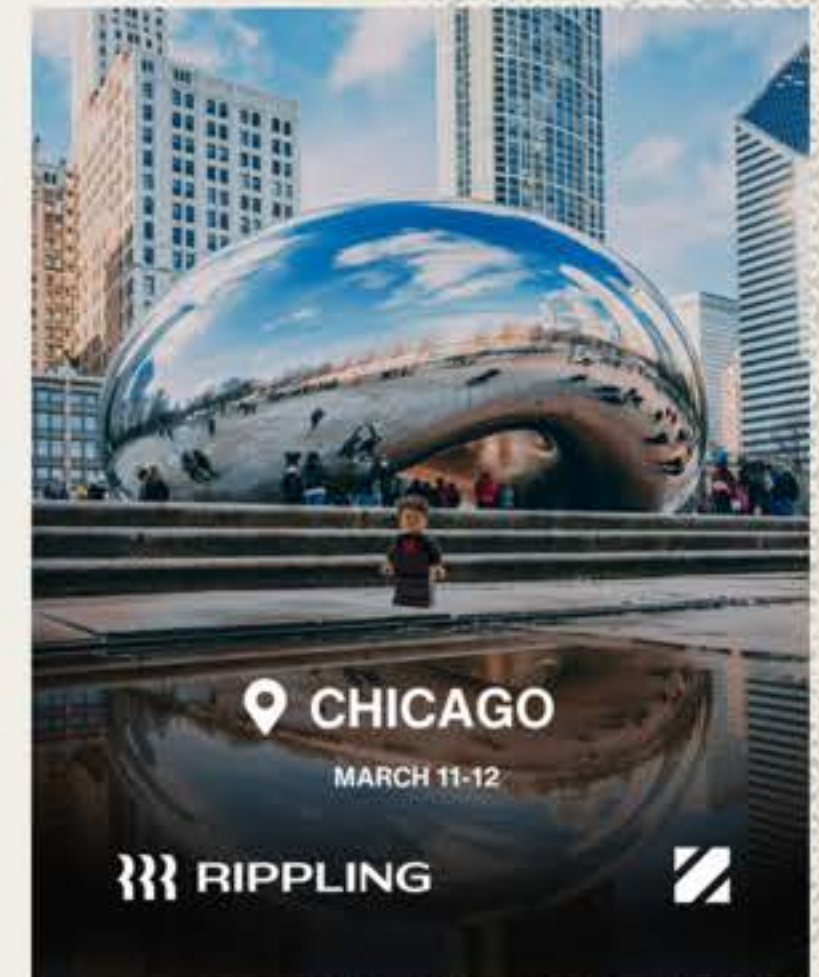
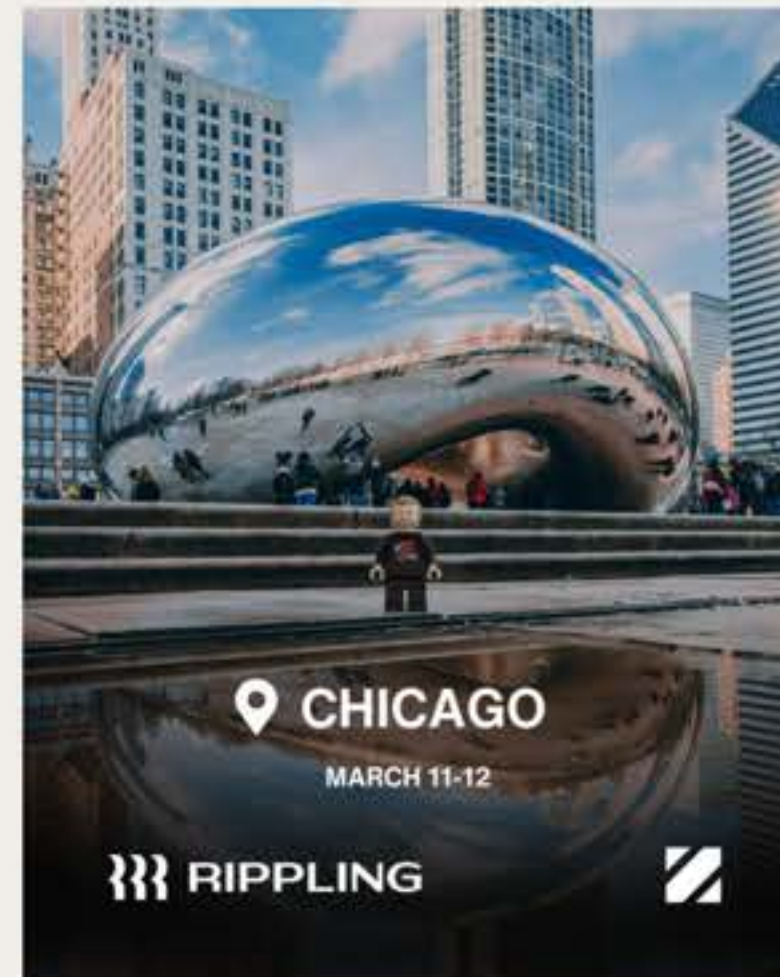
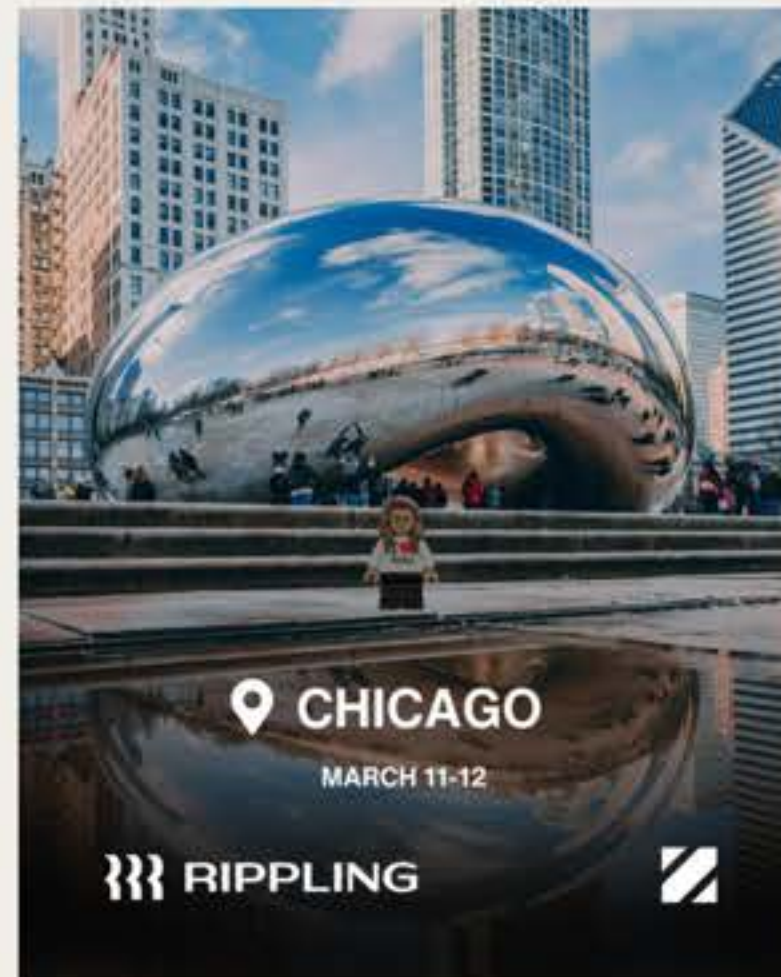
The Chicago Theatre



KEY CAMPAIGN VISUALS

ROTR CHI

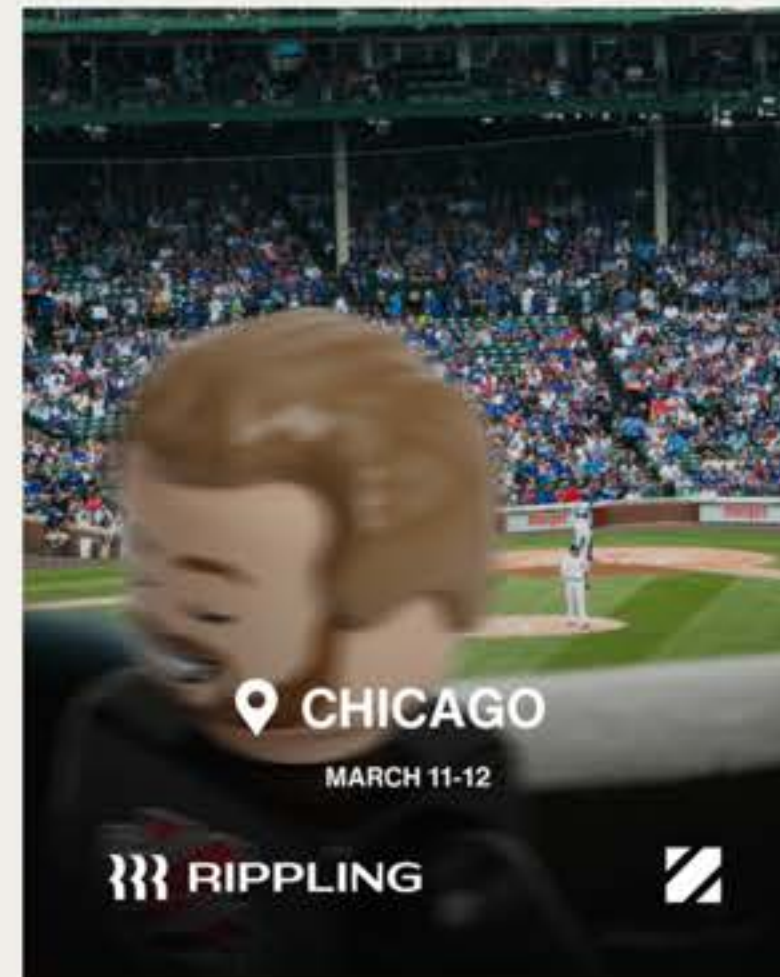
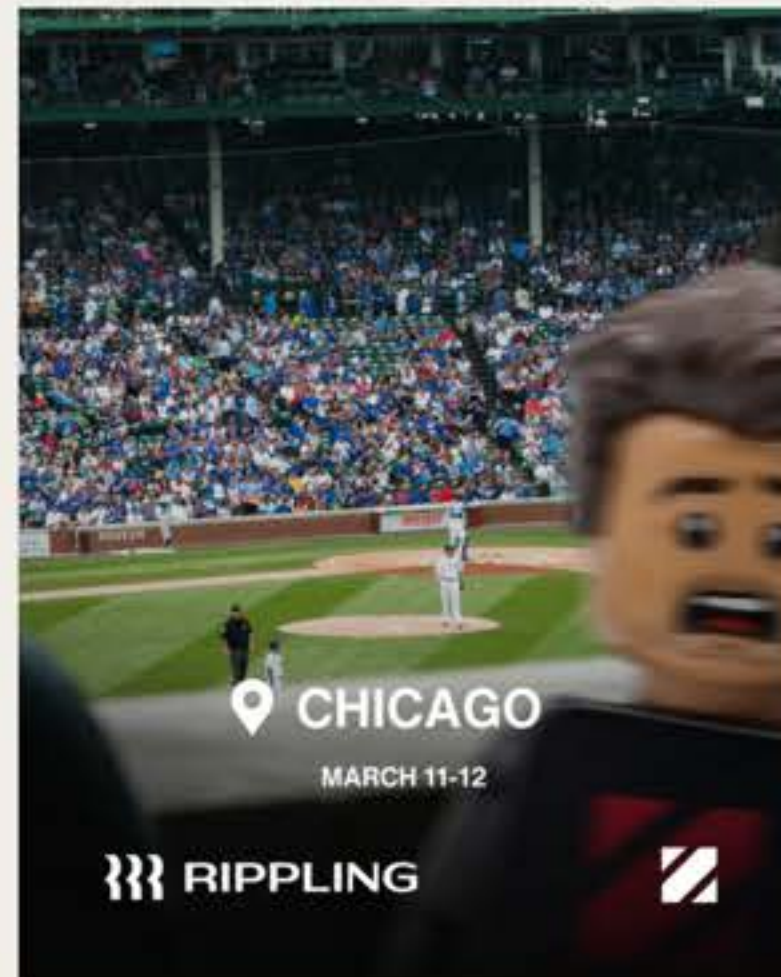
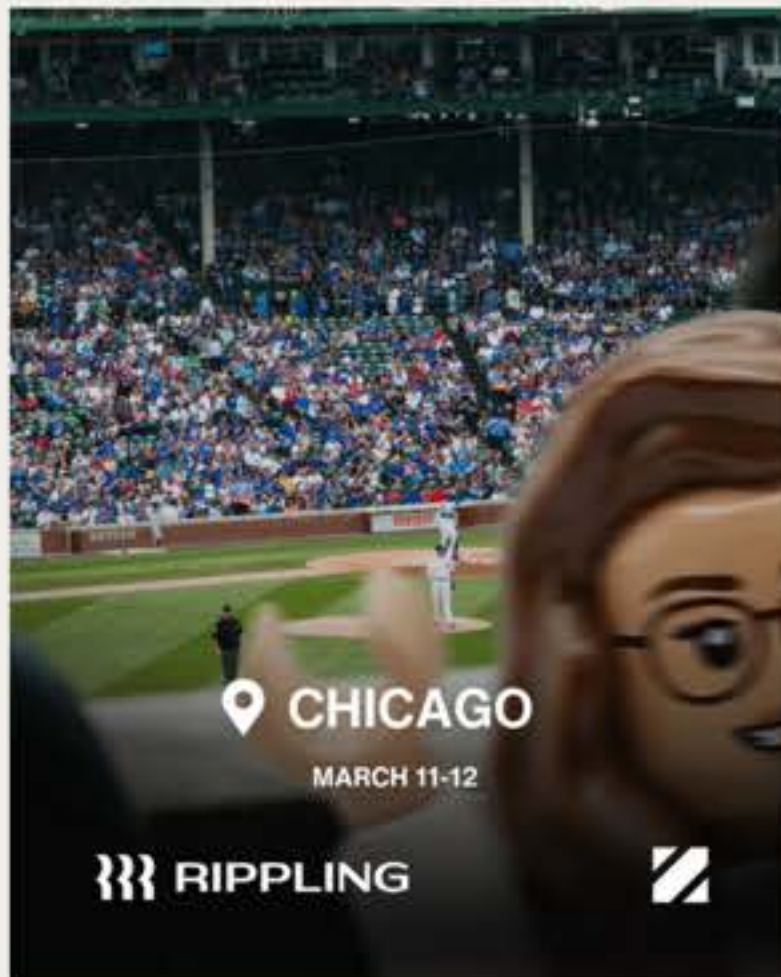
📍 CHICAGO



KEY CAMPAIGN VISUALS

ROTR CHI

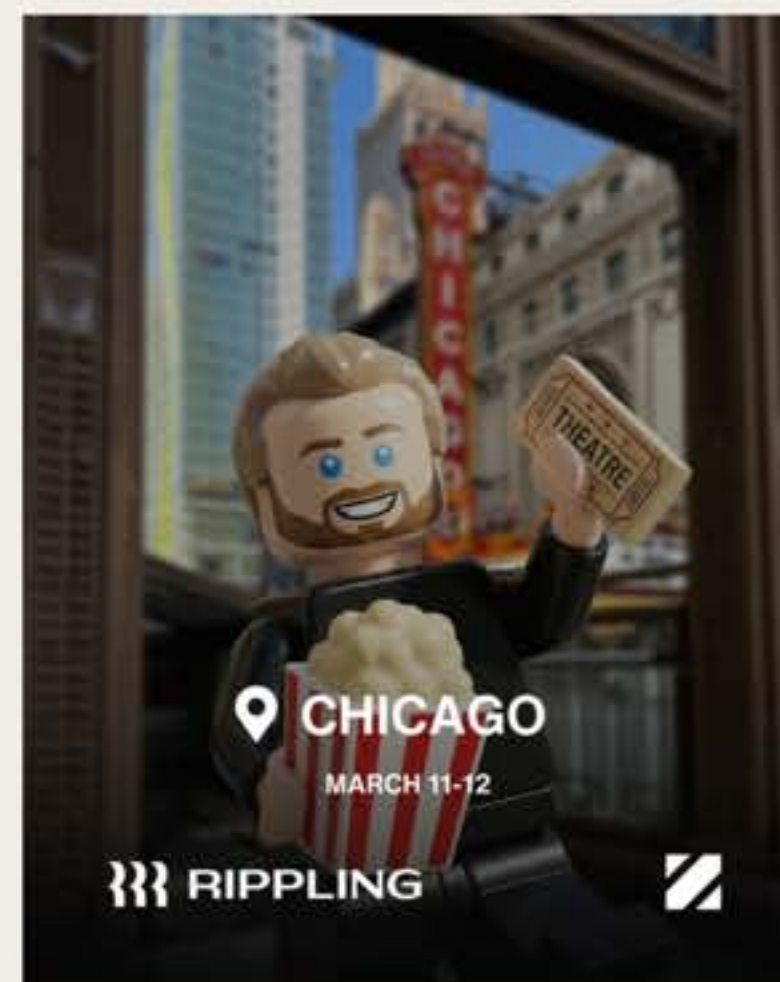
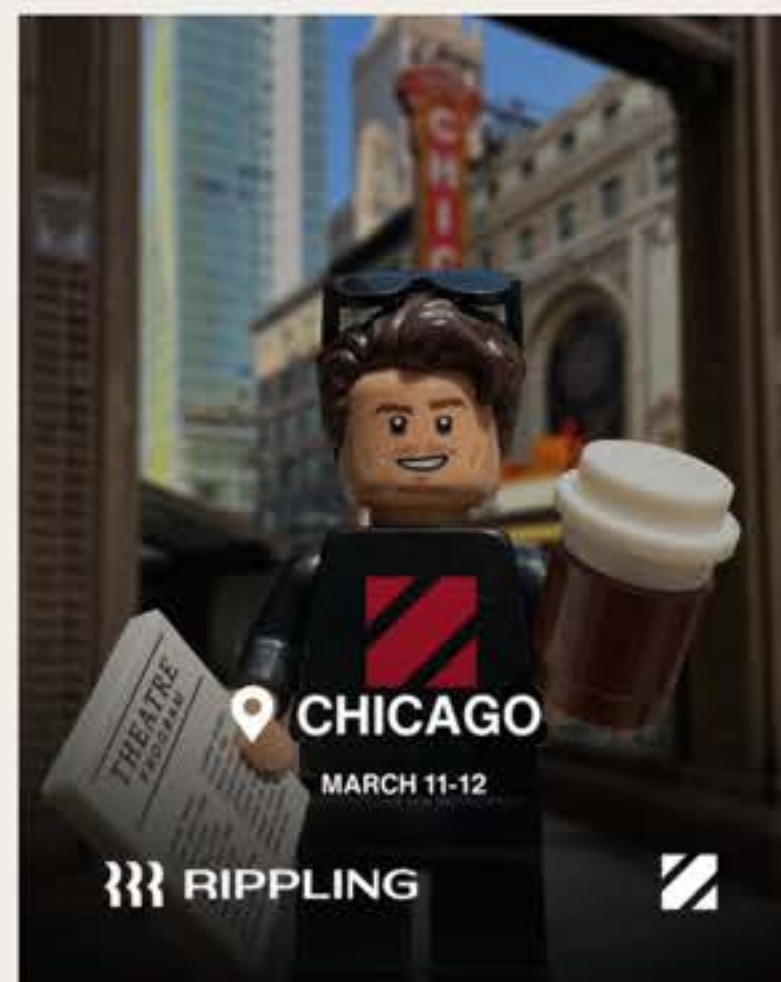
📍 CHICAGO



KEY CAMPAIGN VISUALS

ROTR CHI

📍 CHICAGO



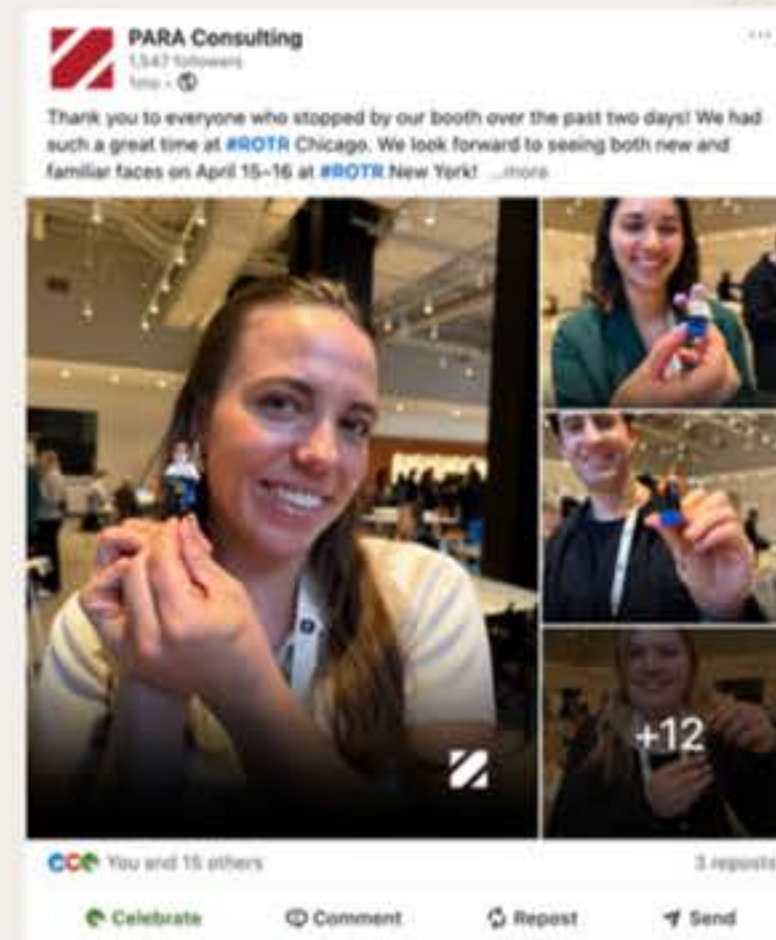
SOCIAL MEDIA EVENT POSTS

ROTR CHI

DAY 1



DAY 2



SOCIAL MEDIA EVENT POSTS

ROTR CHI

RECAP



A dark, atmospheric photograph of the New York City skyline at dusk or dawn. The Statue of Liberty is the central focus, her torch held high. The background is filled with various skyscrapers and buildings, some with lights on. The overall tone is muted and cinematic.

 **NEW YORK**

KEY CAMPAIGN VISUALS

📍 NEW YORK

Statue of Liberty

Subway

Times Square



KEY CAMPAIGN VISUALS

ROTR NY

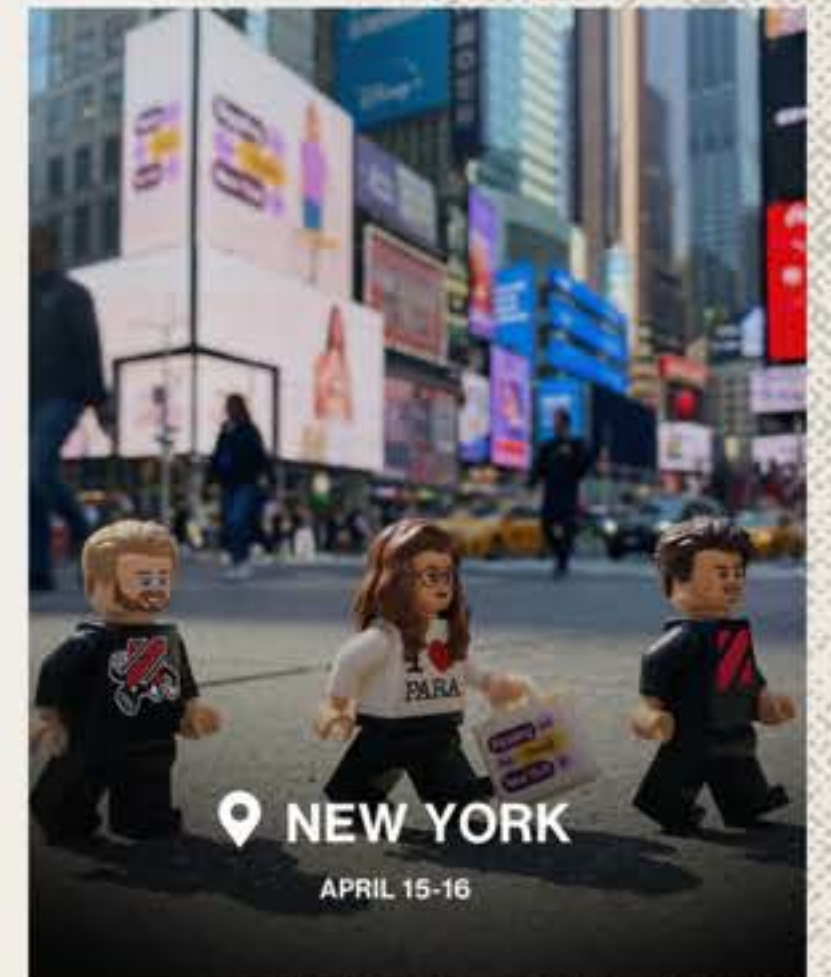
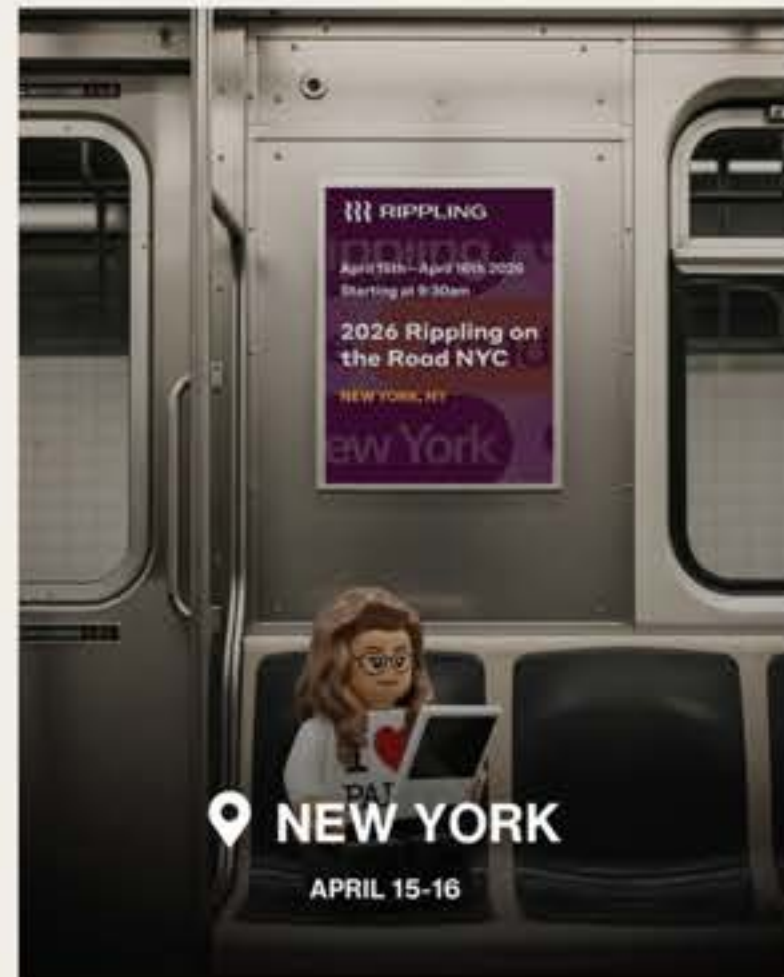
📍 NEW YORK



KEY CAMPAIGN VISUALS

ROTR NY

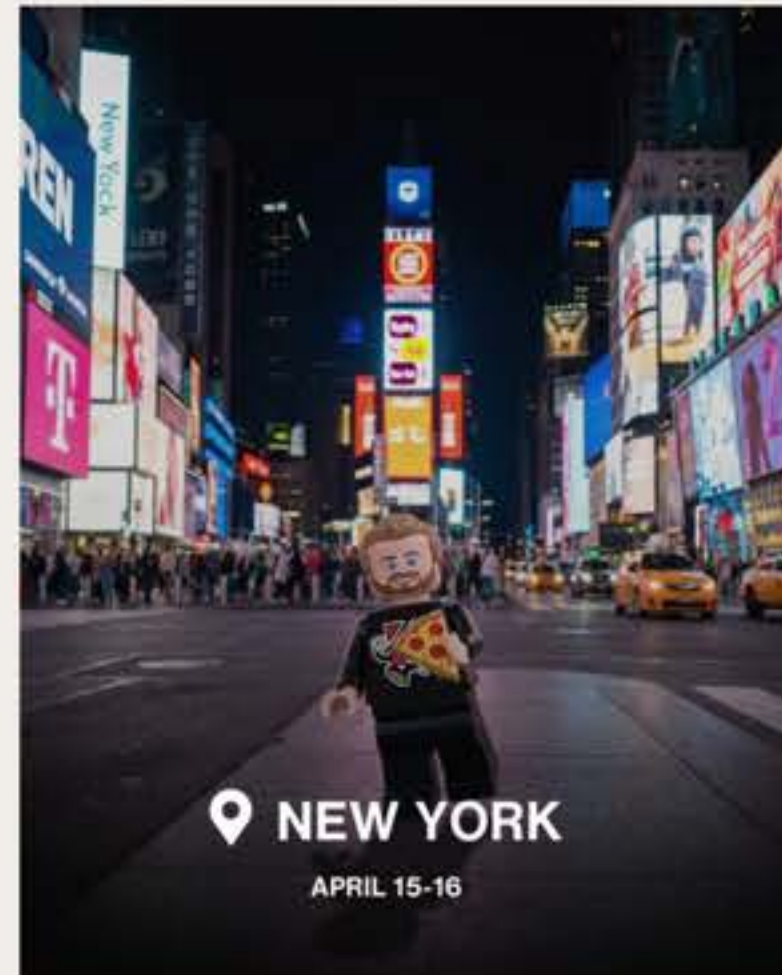
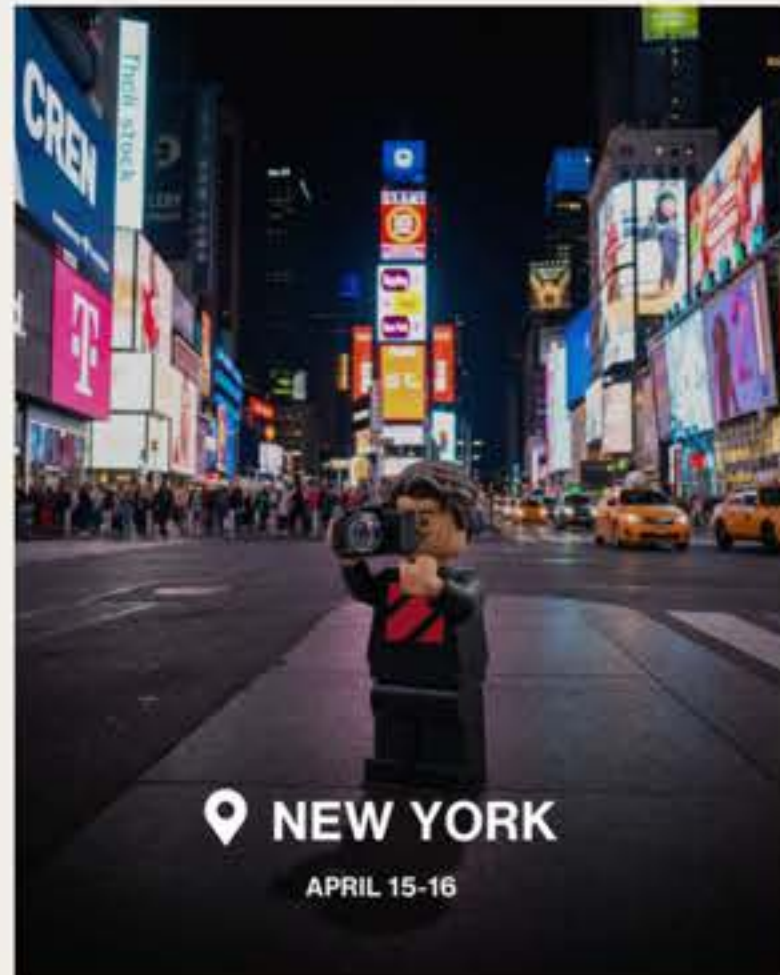
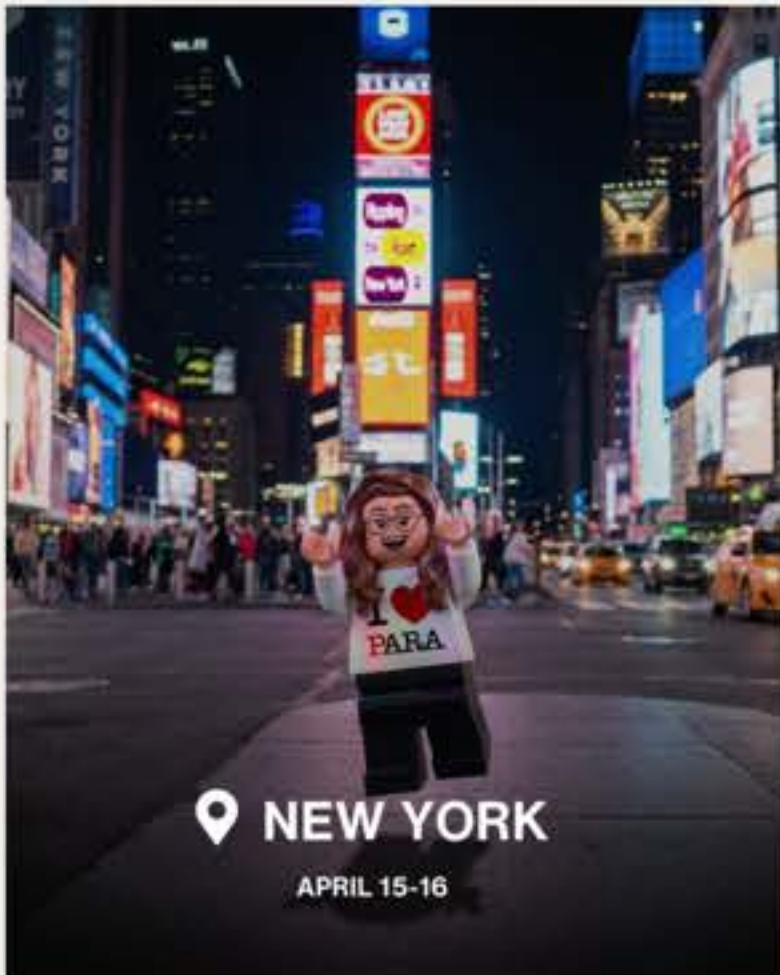
📍 NEW YORK



KEY CAMPAIGN VISUALS

ROTR NY

📍 NEW YORK



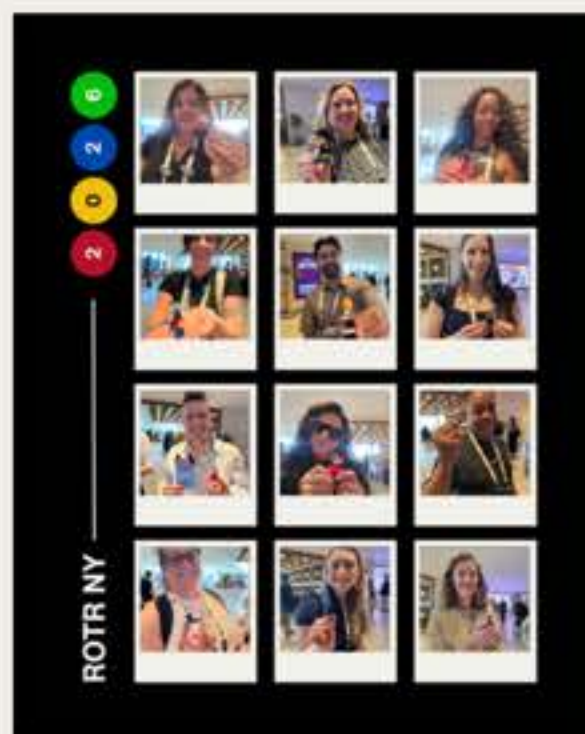
SOCIAL MEDIA EVENT POSTS

ROTR NY

DAY 1

DAY 2

RECAP



A dark, atmospheric photograph of the Golden Gate Bridge in San Francisco at dusk or dawn. The bridge's iconic orange-red towers and suspension cables are silhouetted against a dim, hazy sky. The water of the bay is visible in the foreground, and the city lights are faintly visible in the distance. The overall mood is serene and iconic.

 **SAN FRANCISCO**

KEY CAMPAIGN VISUALS

📍 SAN FRANCISCO

Pier 39

Cable car

Golden Gate



KEY CAMPAIGN VISUALS

ROTR SF

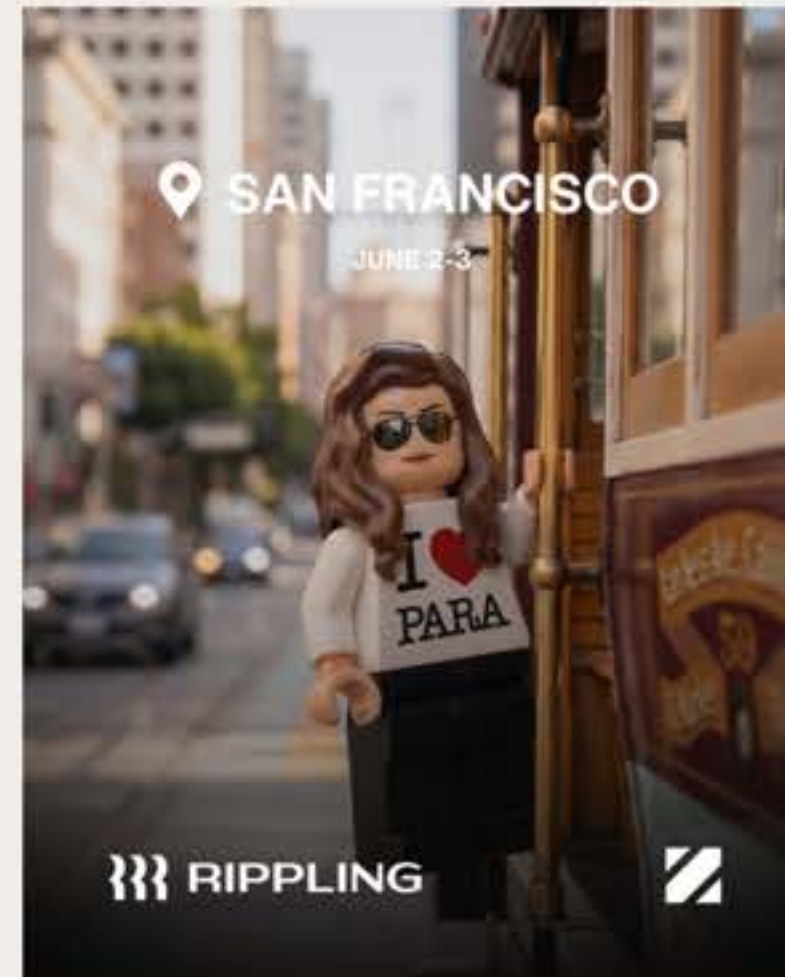
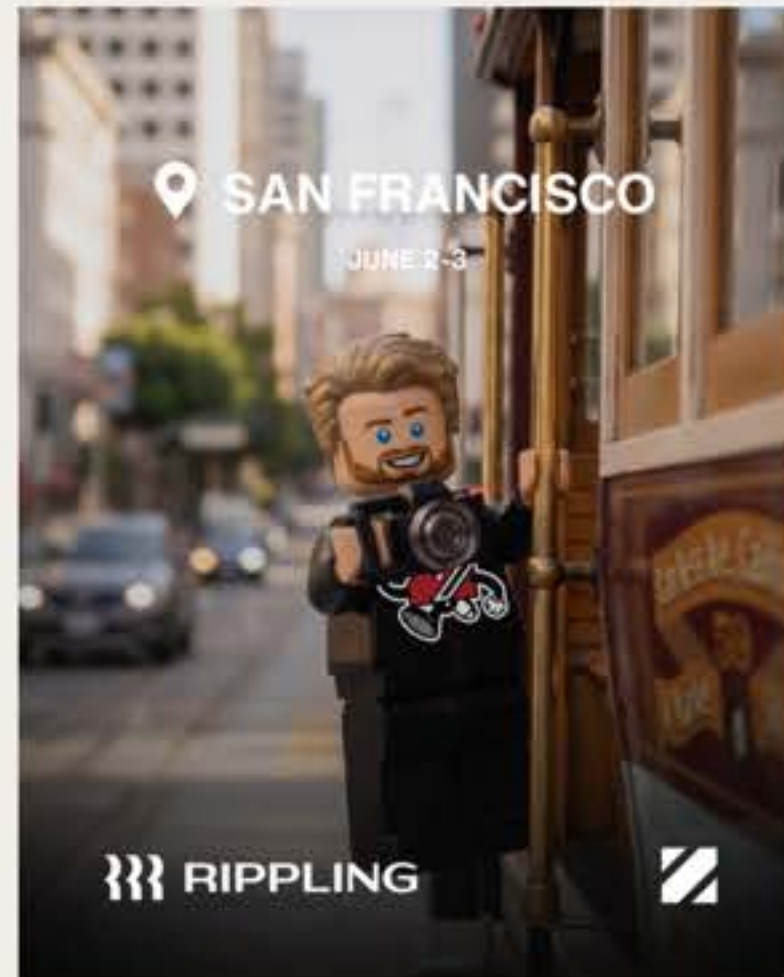
📍 SAN FRANCISCO



KEY CAMPAIGN VISUALS

ROTR SF

📍 SAN FRANCISCO



← PARA Consulting
Page posts ▾
PARA Consulting
1,555 followers
2mo · Edited · 🌐



Home Video My Network Notifications 20+ Jobs

Page posts ▾
PARA Consulting
1,555 followers
2mo · 🌐



Crystal Hernandez and 19 others
Like Comment



Home Video My Network Notifications 20+ Jobs

← PARA Consulting

PARA Consulting
1,555 followers
3mo · 🌐

The team is ready. New York, here we come.
Rippling on the Road kicks off in two days and we ...more



NEW YORK
APRIL 15-16

Home Video My Network Notifications 20+ Jobs

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PARA Consulting
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Crystal Hernandez and 19 others 3 reposts

Home Video My Network Notifications 20+ Jobs

EMAIL CAMPAIGN

ROTR CHI



EMAIL CAMPAIGN

ROTR CHI



EMAIL 1



EMAIL 2

EMAIL CAMPAIGN

ROTR CHI



EMAIL 3



EMAIL 4

EMAIL CAMPAIGN



EMAIL 1

What comes after Rippling On The Road?

Hi Felix Cohen,

Rippling on the Road New York was a great two days. The energy in the room matched the pace of change happening in HR and workforce operations right now.

We did not get a chance to connect at the event, but we did not want to let the momentum stop here.

If you are evaluating Rippling or getting ready to kick it off, the decisions you make early matter more than most people expect. How your data data migrated, how it connects to your other systems, how it gets configured for the way your business actually works. These are the things that are hardest to undo later.

We are PARA, a Rippling implementation partner. We would love to be a sounding board before you get too far in.

See what a Rippling implementation looks like [here](#)

Or schedule a call with our team [here](#)

Looking forward,

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