

BOYSGANG

What is BOYSGANG?

BOYSGANG is an app for boys. Why an app for boy?

Because this app has the same goal which the app LULU had when it was launched:

BOYS talking about GIRLS. It s like a revenge for boys.

We created boysgang to unleash the value of boy talk and to empower boys to make smarter decisions on topics ranging from relationships to beauty,sex and health.

How does it works?

BOYSGANG is a private network for boys to express and share their opinions openly and honestly. BOYSGANG is a private app for boys to read and create reviews of the girls they know.

So boys are going evaluate/rate girls, and include hashtags related to this girls (most of them related to relationship, and sexual act). It is like a boys club, but the term gang was added to represent something forbidden and closed for girls opinion.

Brand Name Origin

BOYS : All males

GANG: Union, Tribe, Junction or group of recurrently associating individuals or close friends with identifiable leadership and internal organization, identifying with or claiming control over territory (Virtual or not) in a community, and engaging either individually or collectively in forms of forbidden behavior

BOYS + GANG : union of boys/men with a unique goal:

In this case: Sharing opinions openly and honestly

Goal as a brand: Represent and expose (as a main goal), a boys network.

Brand Values:

- **FUSION / UNION** : union of boys to share opinions openly and honestly.
- **COOL / FUN** : a network where most of guys are gonna have fun
- **SEXUALITY** : most opinions and discussions in the end will be referring to sex
- **CONNECTIONS / NETWORK** : connectivity among people, which are how each one inside of the app is correlated.
- **UNAUTHORIZED / FORBBIDEN** : the discussions related to the "forbidden" which this app is going to generate should be expressed through the brand

Brand Motion Values

- **COOL /FUN** : Boys are gonna to have fun a lot
- **SEXY** : sexual emotions exposed
- **DREAD**: feared by girls

- **SHOCKING** : because this app will be shocking

Logo Aspects

The loco can be:

- Just the writting
- Writting + Icon
- Icon with a writtting inside
- character logo

Other Requirements

- Easy to read in Social Media (In Small Profile Pictures)
- Must be shown as an app button
- Masculine

Ideas:

- To represent something like a boys club to talk about girls.