

HELLO

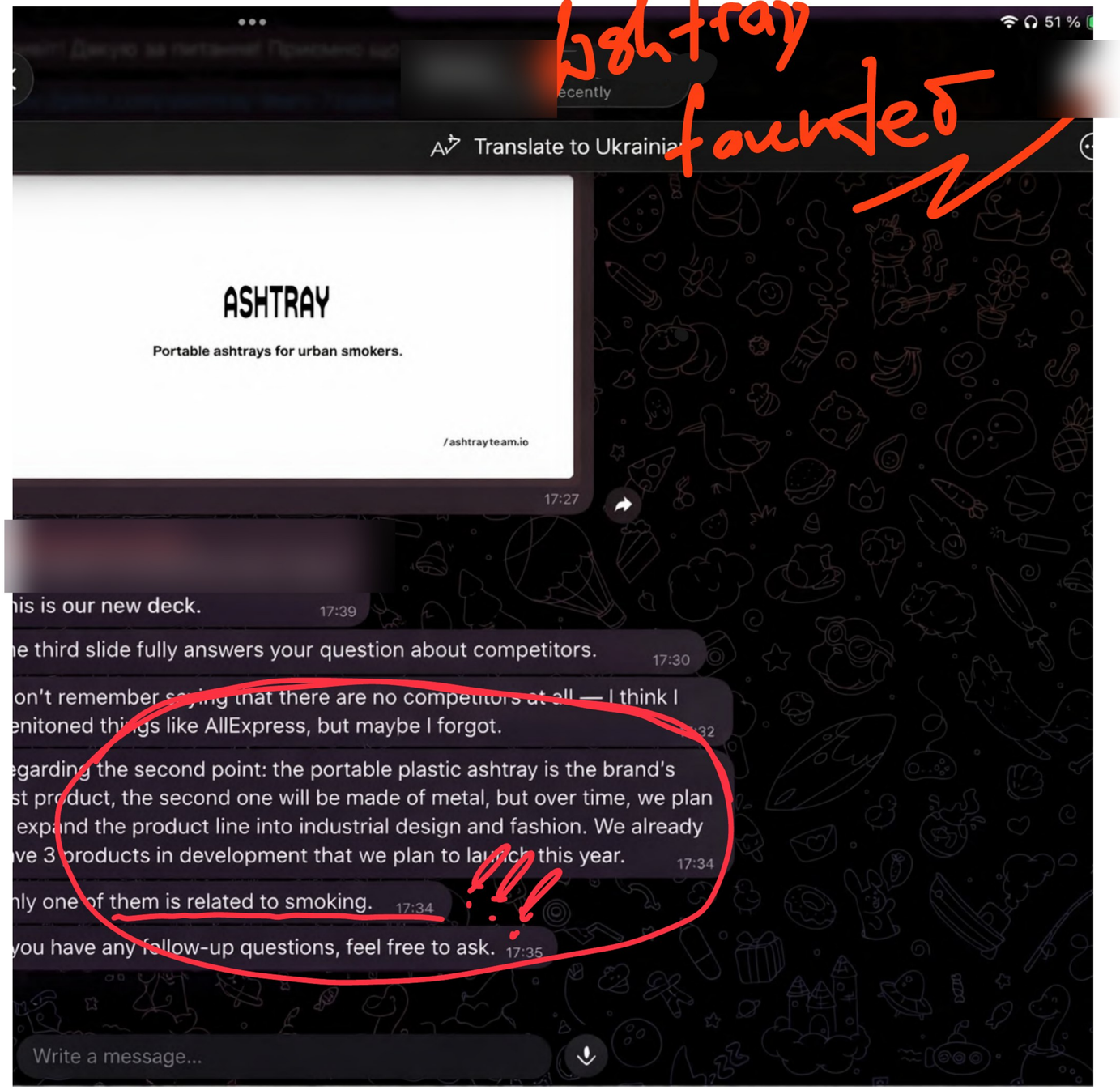
MY NAME IS BOHDAN KHAMAZENKO

Brand strategy & Communication Strategy for ASHTRAY

What does ASHTRAY stand for?

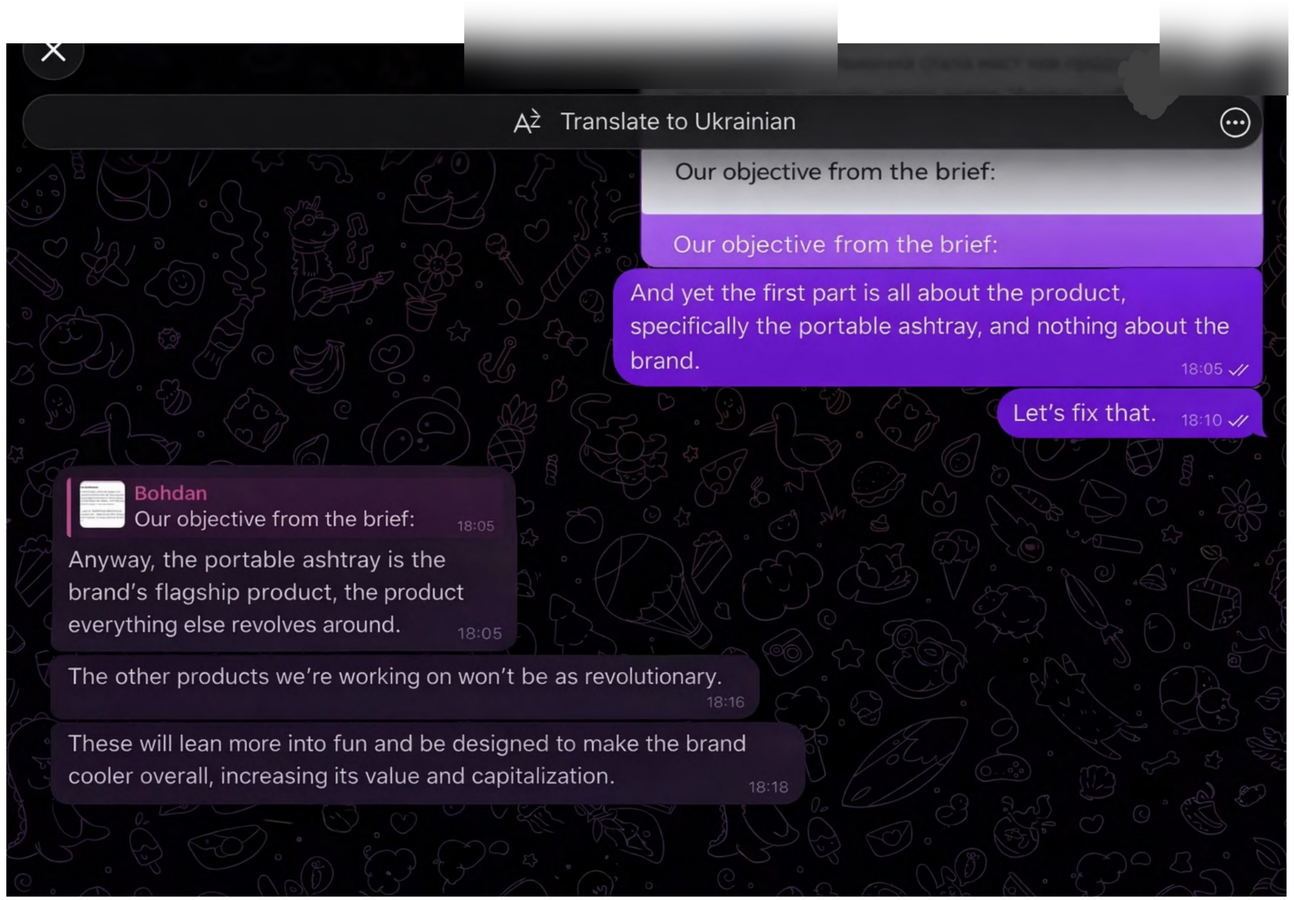
Is it just about smoking?

No →



Is it about fashion accessories?

Not really



So what is it about then?

We need to figure it out 🤷

Product :



PRODUCT

The problem we are solving according to the brief:

The problem we are solving according to the client brief:

We exist for people who are tired of having to put their **cigarette butts in their jacket pockets** (a very common piece of feedback), throw them back into a **cigarette or stick pack** where they smell, put them in a bag, or, in the worst case, throw **them on the ground** (which they rarely do, as they are generally conscious and respectful people—but sometimes they have no choice, for example when they finish a cigarette and their taxi arrives, leaving them with no real option but to drop it).

From an accessory perspective, **it's important for them to wear items and brands that** communicate their personal views, principles, and style to the outside world. They do not want to carry an uncomfortable, low-quality, and aesthetically poor-looking product from a pharmacy, even if it is significantly cheaper.

It's important that others who see them **associated with some brand** don't link them with a group of **sketchy people** who are **"shavyvi"**, making it less easy to be associated with. In other words, the community should be noticeable.

Client's brief

PRODUCT

In short:

Ashtray is designed to solve the cigarette butt problem in a stylish way.

PRODUCT

But do we even need to solve this problem at all?

PRODUCT

Absolutely!

But we need to dig deeper.

PRODUCT



=



A cigarette butt = a burden

PRODUCT

“Sometimes, in the moment, I feel like having a cigarette somewhere, but I don’t do it because there’s no trash can nearby. Especially in nature or in the mountains — then I either keep walking to find one, or improvise, for example by using an empty beer bottle.”

Michael 20 y.o.

From in-depth interviews

PRODUCT

Then :

If



=



Then



BLACK
€50,00

=



A cigarette butt = a burden

Ashtray = Prometheus

the one who brought freedom to people
(fire)

PRODUCT

You can argue whether Ashtray reflects everyone’s style.
You can question whether it conveys everyone’s values.
You can have different views on its environmental significance.



For some, it will fit. For others, it won’t.
For some, it will have meaning. For others, it will remain just an object.
For some, ecology matters. For others, it doesn’t.

PRODUCT

But there is one thing that cannot be denied.

PRODUCT

Ashtray gives you the freedom to smoke anywhere, anytime.

PRODUCT

Because

It completely solves the cigarette butt problem.

PRODUCT

With Ashtray, you can light up exactly when and where you feel like it — without waiting for a trash can or an ashtray to appear.

PRODUCT

here



here



hete



hete



here



here



The audience we’re actually speaking to is people who value freedom above all else and constantly seek to find it.

AUDIENCE

But at the same time, they are intellectuals who are not willing to gain freedom by breaking the rules of the game.

AUDIENCE

That’s why they intelligently adapt to the rules of the game to expand their freedom.

AUDIENCE

Adapter = ASHTRAY

Ashtray’s mission

To provide two types of freedom

- Freedom of action (functional aspect) — to smoke anywhere, anytime.
- Freedom of self-expression (symbolic aspect) — to carry a “trash object” on you that actually helps the planet and looks like a futuristic object from the future. (‘Wow effect’)



So what is the ASHTRAY brand about?

ASHTRAY ≠

Ashtray — a manufacturer
of portable ashtrays.

Client’s brief

Ashtray — Concept Design Lab

Ashtray — Concept Design Lab
We create design objects that expand the space of your freedom

Brand idea

ASHTRAY

For people who seek greater freedom of action and self-expression.

We are Ashtray — a Concept Design Lab.

We create design objects that expand the space of personal freedom.

Because we are the ones who rethink everyday objects, generating both functional and symbolic solutions in forms that have never existed on the market before.

Brand model (strategy)

TOV

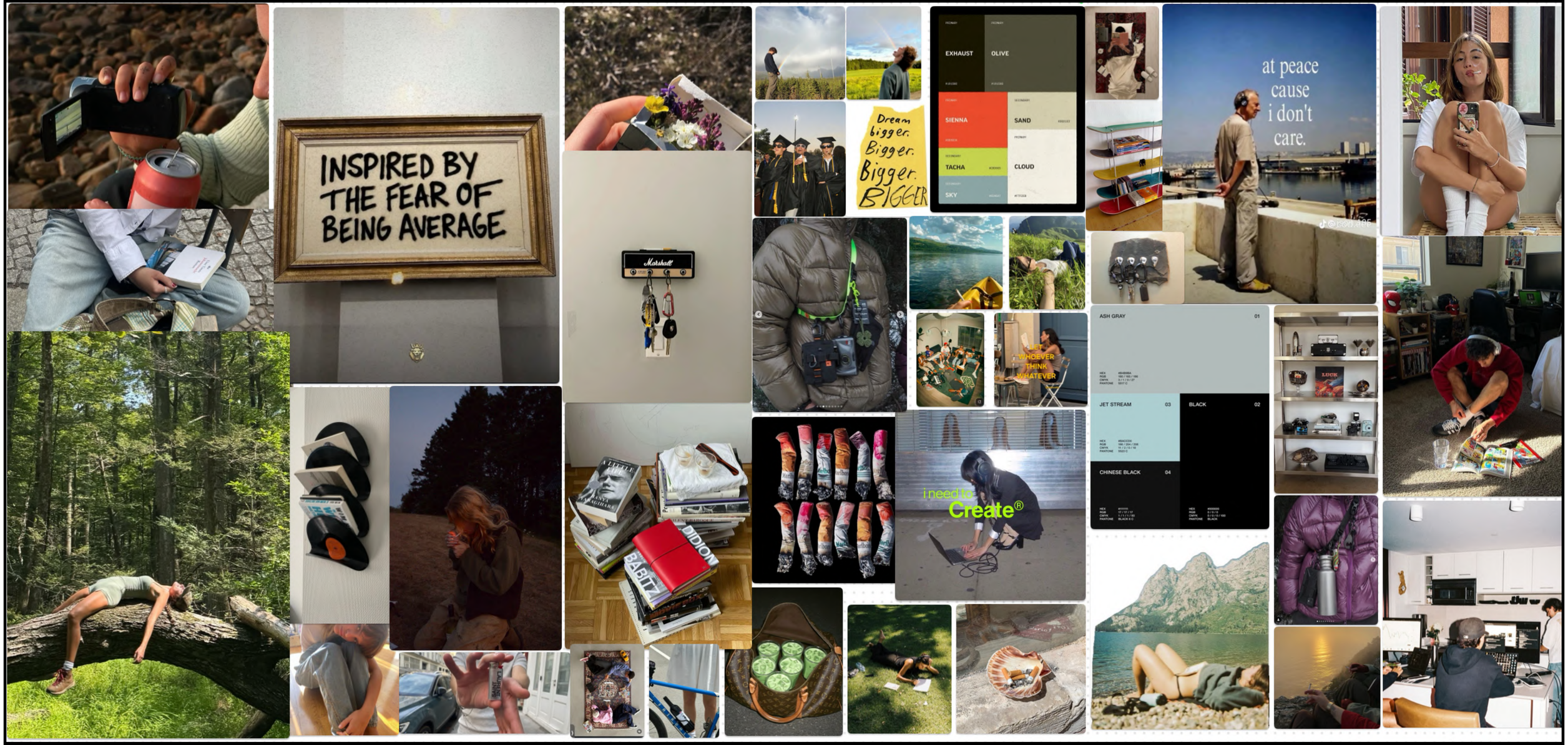
ASHTRAY

Ashtray —the middle sun

The most independent
Socially flexible
Highly adaptable
Less authority-oriented

Calm and confident. Not aggressive. Observes the system from the outside, often with a touch of irony. Doesn’t feel the need to constantly be first or to please everyone. Knows how to distinguish what truly matters from what doesn’t. He is neither a leader nor a follower. He follows his own path, sharing his experience and beliefs with those who resonate. Intelligent and philosophical, but speaks only when there’s something worth saying. Passionate about what he does. Above all, he values his own freedom. He never infringes on the freedom of others—but will stand for his own until the end. A hedonist. Capable of surprising, attracting, provoking. Creative. An experimenter who doesn’t care about boundaries. He doesn’t just consum—he creates things that didn’t exist before and shares them with people like him. He is not fixed or predictable; he constantly explores, evolves, and shows up each time as someone new—better.

TOV


INSPIRED BY THE FEAR OF BEING AVERAGE
Marshall
EXHAUST
OLIVE
SIENNA
SAND
TACHA
CLOUD
SKY
Dream bigger. Bigger. Bigger. BIGGER
at peace cause i don't care.
LET WHOEVER THINK WHATEVER
ASH GRAY
01
JET STREAM
03
BLACK
02
CHINESE BLACK
04
i need to Create®
LUCK
DIDION
BABITZ

Communication strategy

Campaign structure

MASTER
Free to have it the way I want it

1. IMAGE
Expand the space of your freedom
Tone: calm, intelligent, ironic

2. PRODUCT
Anytime. Anywhere.
Tone: direct, minimal, confident

3. REACTIVE
The cost of freedom
Tone: sharp, witty, opportunistic

Campaign structure

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INSIGHT

Intellectual freedom-seekers don’t engage in direct rebellion.
They understand the rules of the game and consciously adapt to them in order to expand their own space for freedom of action and self-expression.

IMAGE

MESSAGE

Ashtray is a concept design lab that creates designer adapter-objects for those who think differently:
for those who don’t break the system, but adapt to it in order to live on their own terms and expand the boundaries of their freedom.

IMAGE

EXPAND THE SPACE OF YOUR FREEDOM

ASHTRAY

IMAGE COMMUNICATION

Campaign structure

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INSIGHT

Even when you feel like having a cigarette, you don’t — because there’s nowhere nearby to properly dispose of the butt.
Or you’re forced to improvise and look for inconvenient solutions.

PRODUCT

MESSAGE

The ASHTRAY portable ashtray gives you the freedom to smoke anywhere, anytime.

PRODUCT

ANYTIME. ANYWHERE.

ASHTRAY

PRODUCT COMMUNICATION


ASHTRAY
SMOKE
ANYTIME
ANYWHERE
ASHTRAY®
ASHTRAY
SMOKE
ANYTIME
ANYWHERE
ASHTRAY®


ASHTRAY®
ANYTIME
ANYWHERE


ASHTRAY®
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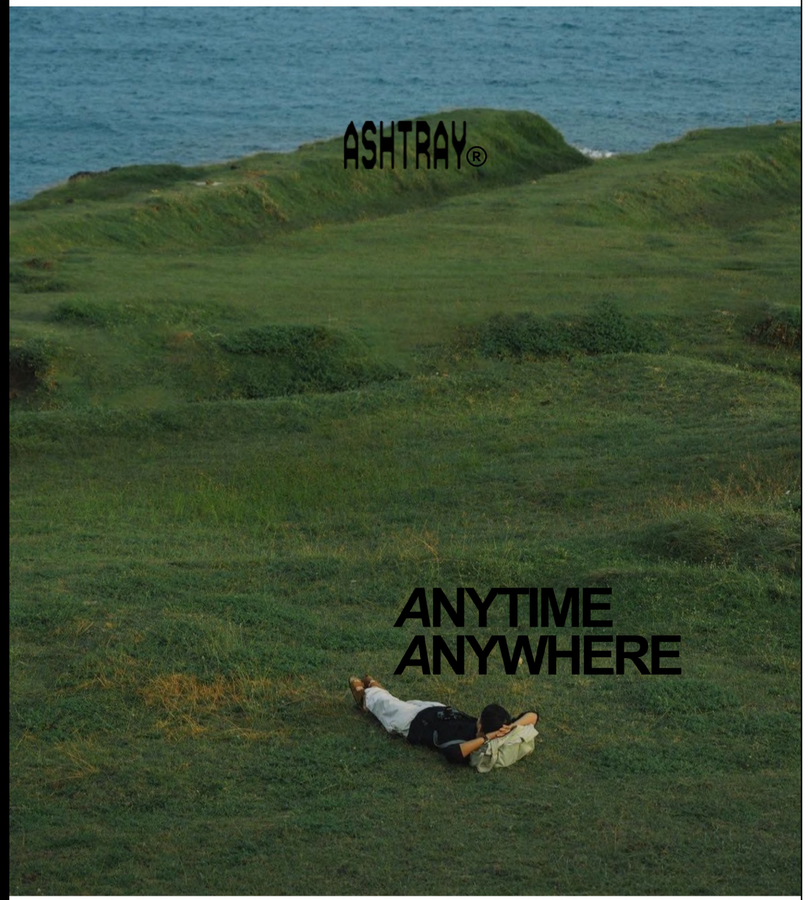
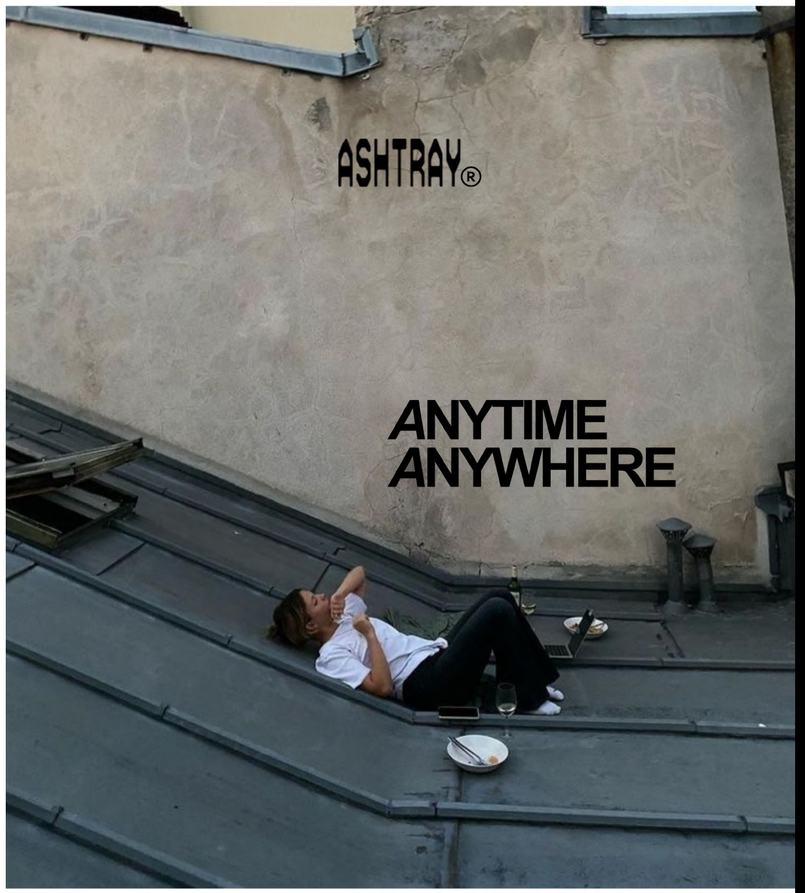

ASHTRAY®
ANYTIME
ANYWHERE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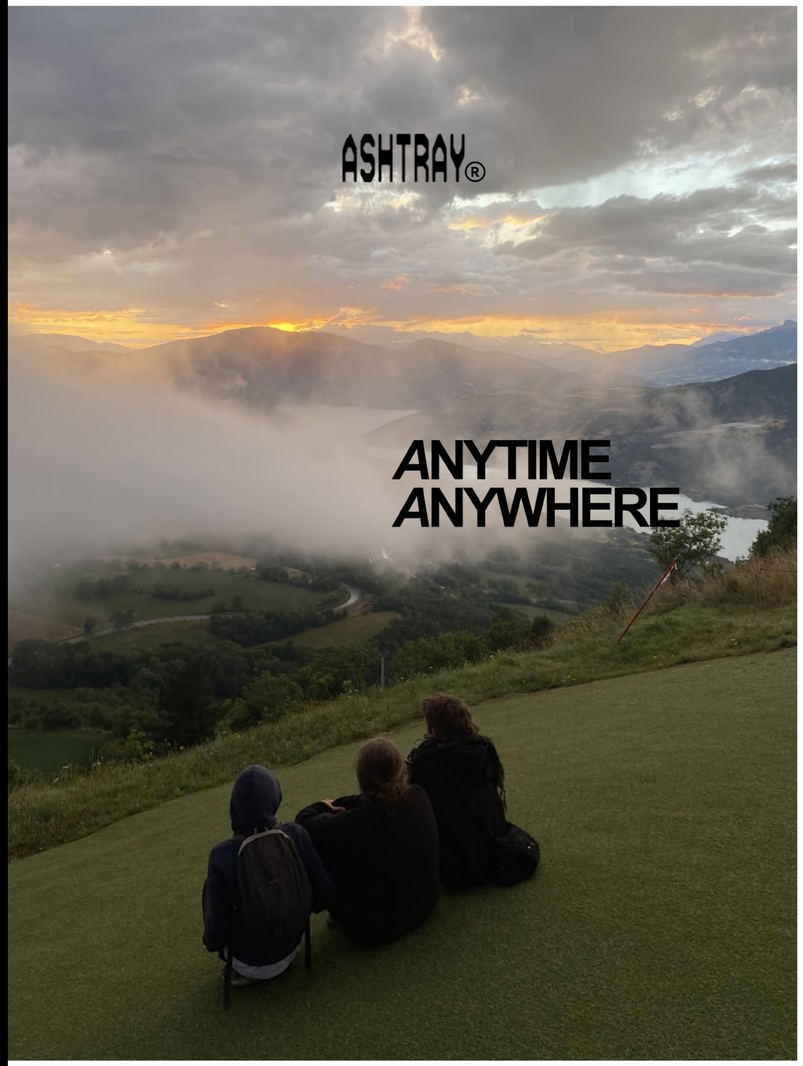
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APPROACH

We adapt our communication to real-world constraints, rules, and situations
(fines, restrictions, social norms)
and show how Ashtray offers an intelligent alternative to these limitations.

REACTIVE

THE BERLINER NEWS

News » €250 for a cigarette butt? Berlin increases fines of illegal waste

19.08.2025 - 11:03 Uhr

Tuesday, August 19

€250 for a cigarette butt? Berlin increases fines of illegal waste

Berlin raises fines for illegal waste. Offenders can now be charged €250 for a cigarette butt, €4,000 for bulky items, and up to €25,000 for construction rubble.



REACTIVE


U
Berlin
ASHTRAY®
50€
ASHTRAY
250€
12 CIG BUTTS IN ASHTRAY
1 CIG BUTT ON THE GROUND

REACTIVE

THAT'S ALL



FOR NOW