

Yogic Monkey

Brand Strategy Deck

A storytelling brand exploring the intersections of spirituality, mythology, and history through modern mediums.

By Niveditha Shetty



Contents:

- **Brand Essence and Story**

Defines the soul of Yogic Monkey: its mission, vision, values, philosophy, and what makes it unique as a storytelling brand.

- **Audience Persona**

A deep dive into who we're speaking to: their interests, motivations, pain points, and what draws them to stories of myth, history, and spirit.

- **Market Landscape**

Overview of the storytelling and mythological content space: key competitors, trends, and Yogic Monkey's positioning opportunity.

- **Brand Identity**

All about the look and feel: the color palette, typography, mascot, logo, and overall design style that defines the brand's aesthetic.

- **Content Direction and Channels**

The creative framework: content pillars, storytelling formats, scripting approach, and the visual rhythm that shapes every video.

- **Brand Assets**

All tangible visual elements: logo usage, banner design, thumbnail layouts, intro/outro templates, and supporting graphics.

- **Implementation**

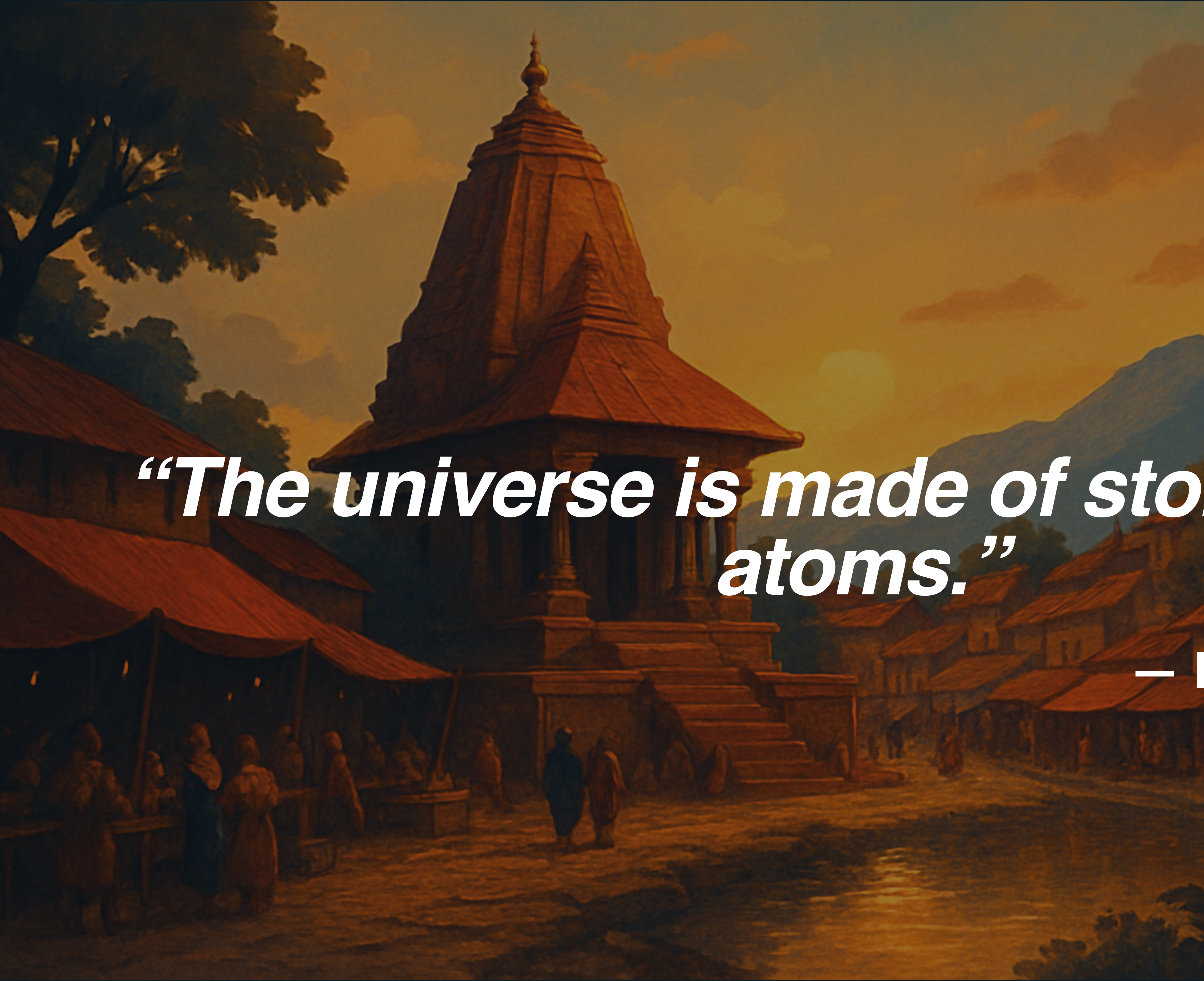
Action plan for execution: posting schedule, AI tool stack, workflow, collaboration roles, and performance tracking.

- **Projected Growth Plan**

Month-by-month roadmap outlining goals, audience growth targets, engagement metrics, budgets, and marketing strategies.

- **Future Vision**

Where Yogic Monkey goes next: long-term expansion ideas including podcasts, collaborations, merchandise, and community initiatives.



“The universe is made of stories, not of atoms.”

— Muriel Rukeyser

Brand Essence and Story

Defining the soul of Yogic Monkey

Brand Philosophy

We become the stories we're told...

Stories give hope. Stories awaken consciousness. Stories reintroduce us to our lost purpose.

From the Greek gods of Olympus to the Pandavas at Kurukshetra, stories remind us that all ends well — and if it doesn't, it's not the end yet.

Yogic Monkey is a tiny time machine in the form of a YouTube Channel taking you back to rediscover stories you might have heard, half-remembered, or never known existed. The real treasure lies where mythology, spirituality, and history converge — told with a mindful lens that honors both fact and feeling.

At its core, the brand stands on curiosity, nostalgia, and consciousness.



Vision Statement

To become a sanctuary of lesser-known stories — the ones left out of textbooks and archives, yet whose echoes still linger in our collective memory and quietly shape how we live, think, and feel today.

Yogic Monkey uncovers tales that sit at the intersection of mythological, spiritual, and historical — where the lines between past and myth, truth and belief, are beautifully blurred.

These are the stories we should have listened to growing up — the ones that could have given our everyday conflicts gentler mirrors and better heroes to look up to.

Mission Statement

Riding the wave of spiritual curiosity and global interest in ancient wisdom, Yogic Monkey brings forward-quality storytelling rooted in culture and consciousness.

Beginning with India, we aim to tell powerful stories through cinematic short-form videos across YouTube and Instagram — building a community that values history, mystery, and mindful storytelling.

Over time, this community will evolve into a broader lifestyle and wellness brand inspired by conscious living and the timeless rhythm of myth and memory.



Brand Positioning

What it is:

A storytelling medium that explores the lesser-known gems — the origins of regional deities, forgotten rituals and traditions, subplots of great epics, mysterious real-life tales, and hidden chapters of history.

Striking, regal visuals paired with immersive narration bring each story to life, offering viewers a cinematic taste of different cultures — leaving them with a sense of wonder and awe.

What it is not:

It's NOT a fictional storytelling channel, nor a space for moral preaching or spiritual instruction. It doesn't retell the well-known epics everyone already knows — instead, it carves its own space through stories that feel both familiar and forgotten.

Brand Keywords:

Cinematic | Curious | Wonder | Ancient | Mysterious | Old-Age | Conscious Living | Karma | Dharma



Brand Purpose – An Emotional Experience

What It Feels Like...

A pull into another dimension — a trance into the golden era of existence. Each story transports you to a time where gods, kings, and mortals shared the same stage, leaving you suspended between wonder and remembrance.

The Emotions It Evokes...

- Awe at the magnanimity of the world and the mysteries it holds.
- A quiet sense of belonging to something ancient, grand, and human.
- Goosebumps, soft gasps, and the kind of silence that follows beauty.

How It's Remembered...

Colorful storytelling with all the facts, and all the feels.

Visually rich, emotionally stirring, and intellectually satisfying.

How It Makes You Look...

Like someone with a true curiosity about life: a thinker, a seeker, a wanderer who pauses to marvel at the world instead of rushing through it.

Target Audience

Who We Create For

Where Our Stories Find Home



"I scroll not to escape the world, but to understand it better"

Demographic

- **Age:** 18 – 40
- **Gender:** Gender-neutral (slightly women-leaning)
- **Occupation:** Corporate professionals, entrepreneurs, and freelancers seeking grounding, reflection, and creative escape
- **Education:** University-educated or self-taught knowledge seekers
- **Income:** Mid- to upper-middle class, digitally active, culturally aware
- **Language:** English — for global accessibility while retaining cultural depth

Geographic

- **Primary Region:** India and the global Indian diaspora
- **Secondary Audience:** Culturally curious international viewers drawn to philosophy, myth, and conscious living
- **Urban Hubs:** Bangalore | Mumbai | Delhi | London | Toronto | San Francisco — cosmopolitan yet spiritually connected centers.
- **Platforms:** YouTube and Instagram (primary); Spotify (later expansion)

Modern youth rediscovering pride in their roots

Psychographic

- Modern, globally influenced youth who are now rediscovering pride in their heritage: seeking meaning, identity, and beauty through stories.
- **Lifestyle:** Mindful, western yet rooted, reflective, wellness-oriented; enjoys calm, aesthetic content that balances intellect and emotion.
- **Personality:** Curious, introspective, progressive yet nostalgic.
- **Values:** Authenticity | Depth | Cultural Pride | Mindfulness | Conscious Storytelling
- **Interests:** Mythology, History, Spiritualism, Philosophy, Symbolism, Cinema, Heritage Travel, Yoga & Wellness, Self-Reflection
- **Pain Points:** Overstimulated by shallow digital content · Disconnected from cultural identity · Finds religious media too preachy · Craves modern storytelling that feels reflective and awe-inspiring.



"I choose depth over dopamine"

Who seek meaning in a world that moves too fast

Behavioural

- **Brand Loyalty:** Follows thoughtful, visually rich creators such as *The School of Life*, *Abhi & Niyu*, *Soch by Mohak Mangal*, *Curly Tales*, and *Mythology Explained*.
- **Benefits Sought:** Emotional connection, cultural reflection, mindfulness, and a sense of belonging.
- **User Status:** Active digital consumer; early adopter of mindful-content niches.
- **Usage Pattern:** Engages daily with short-form reflective videos and cultural storytelling; deep-dives into long-form content and films on weekends.
- **Content Preference:** Watches cinematic, symbolic films like *Kantara*, *Tumbbad*, *Kumari*, and *Ponniyin Selvan* — drawn to visual depth, folklore, and emotion.
- **Occasion:** Evenings, weekends, workouts, commute or quiet self-reflection moments.
- **Motivation:** To find personal meaning through stories rather than sermons; to reconnect with heritage in a modern, cinematic way.



"In a world of noise, I turn to stories that whisper wisdom."

Market Landscape

Current storytelling ecosystem and key players in the space

The Cultural Shift in Storytelling

In the last decade, Indian cinema and the global Indian diaspora audience have shown a marked shift in what they want: stories rooted in culture, spirituality and myth, not just spectacle.

- In India, more than 6 hours per day are spent online by the average user — nearly half of which is time spent on social video platforms, reflecting a strong shift toward mobile-video storytelling.
- In 2023, nearly one-third of video streaming views in India were for locally-relevant content (including heritage, culture, regional storytelling), showing growing appetite for cultural and myth-driven narratives.
- 44% of youth respondents in one study said modern mythological films led to a positive shift in their attitude toward traditional values.
- In 2022, India's spiritual-tourism revenue surged to **₹1,34,543 crore**, up from ₹65,070 crore in 2021 — showing how young millennials and Gen Z are prioritising mindful and meaningful travel.



Current Creator Landscape

Category	Established Creators	Growing Creators
Mythology & Cultural Education	<ul style="list-style-type: none"> • Mythology Explained – dives deep into world mythologies. (YouTube) • Mythology & Fiction Explained – covers myths + folklore from multiple cultures. (YouTube) 	<ul style="list-style-type: none"> • Mysterious Hindu Truth • Anichakra Vids • Beyond Brahman • Short Sparks • Swapnalokha
Conscious Lifestyle & Philosophy	<ul style="list-style-type: none"> • The School of Life – global brand combining philosophy, self-knowledge and culture. (YouTube) • Jay Shetty – a big creator in global mindful/lifestyle space. (YouTube) 	<ul style="list-style-type: none"> • VedantaNY
Visual Storytelling & Mini-Documentaries	<ul style="list-style-type: none"> • Curly Tales – mainstream Indian travel/lifestyle visual storytelling platform. (YouTube) • Abhi & Niyu are a well-known Indian creator couple in story/document style content. (YouTube) 	<ul style="list-style-type: none"> • Enroute Indian History • Vega Mysteries • Peepul Tree World
History & Folklore Creators	<ul style="list-style-type: none"> • The Epic Channel (YouTube). • History Matters (YouTube) 	<ul style="list-style-type: none"> • Indian History With Dr Veenus • Exploring History of India • Anichakra Vids

The White Space

What's missing are the stories that live between the lines — the ones whispered, half-remembered, or lost to translation.

The uncomfortable truths, the lesser-known siblings, the forgotten rituals, the secret endings.

Audiences know Lakshmi, but not her sister Daridra.

They know the Mahabharata's victory, but not that Krishna's chariot burned down when divinity left it.

They know Anne Frank's diary, but not the pages the world wasn't meant to see.

These are the stories that haunt curiosity — not for shock, but for truth.

The Opportunity

Amid channels that teach, preach, or entertain, Yogic Monkey becomes a **discovery engine** — unearthing the lost subplots, forgotten deities, hidden rituals, and human contradictions that make myth and history feel alive again.

It's not a retelling platform — it's a **re-awakening platform.**

Existing Landscape	Yogic Monkey's Distinction
Repetition of well-known mythological tales	Discovery of <i>untold</i> and <i>forgotten</i> narratives
Personality-led commentary	Research-driven, brand-led storytelling universe
Informative but academic tone	Cinematic, emotionally intelligent narrative
Episodic or trend-based formats	Thematic <i>story franchises</i> that build continuity
Channels as individuals	Yogic Monkey as a scalable storytelling brand

Brand Identity

How it looks, speaks, and feels.

Color Palette/Brand Colors

Primary Color: Deep Navy - #0B173D

Highlight Color: Ruby
Red - #9B111E

Secondary Color: Rich Maroon - #600000

Accent Color: Golden Amber - #D28A1D

Background/Depth:
Royal Navy blue -
#153B55

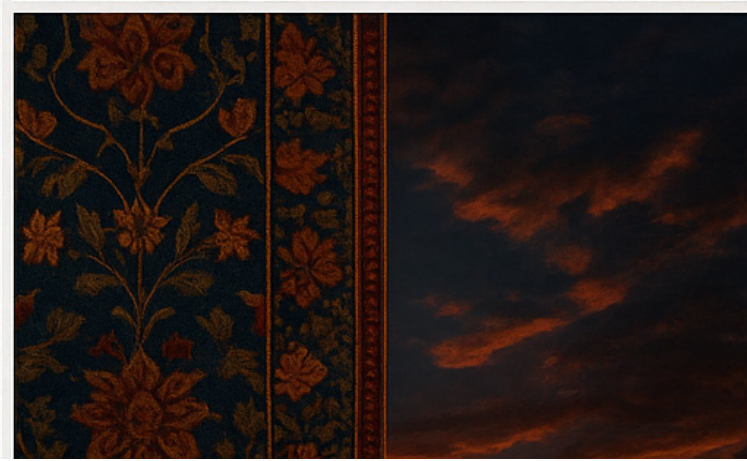
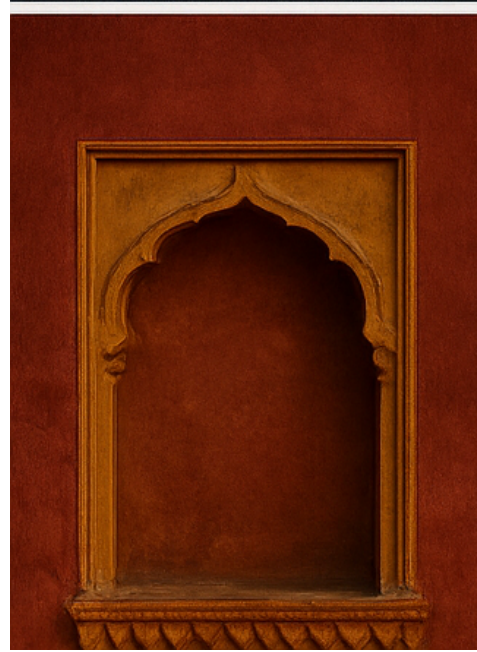
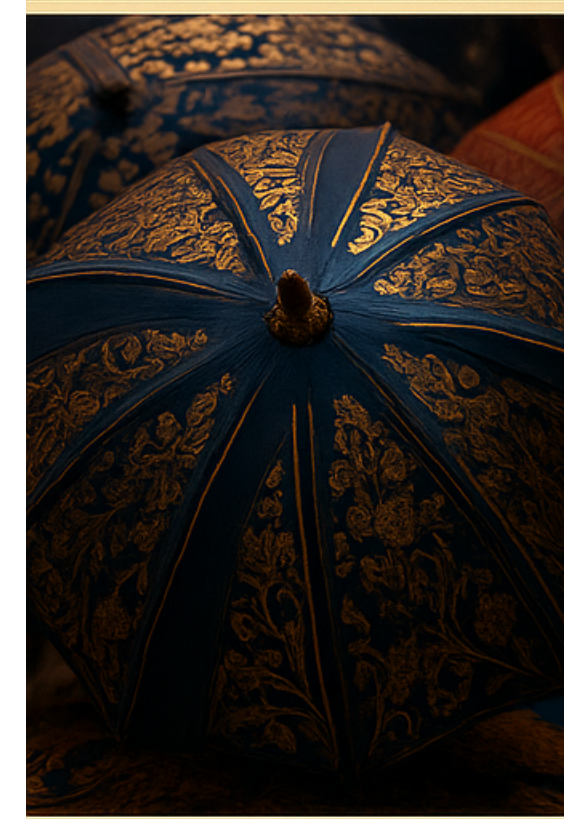
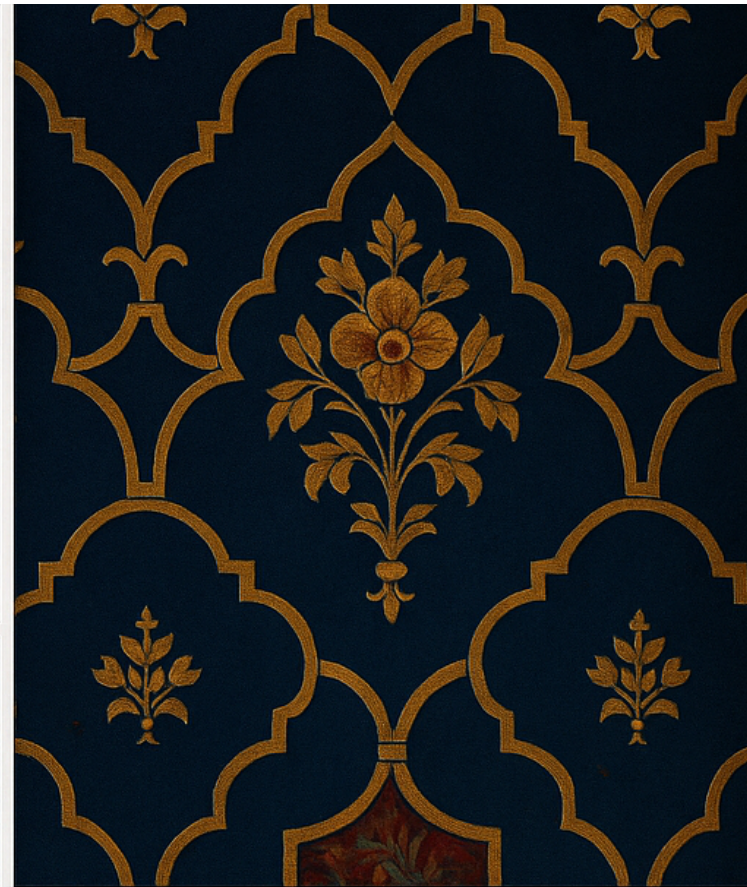
Mood Board



Mood Board



Visual Cues



Typography - Videos

Oswald Bold

Its tall, condensed form keeps long titles crisp and readable on small screens as **thumbnail font**.

The strong verticals feel timeless — echoing temple pillars and ancient inscriptions, while staying modern and versatile.

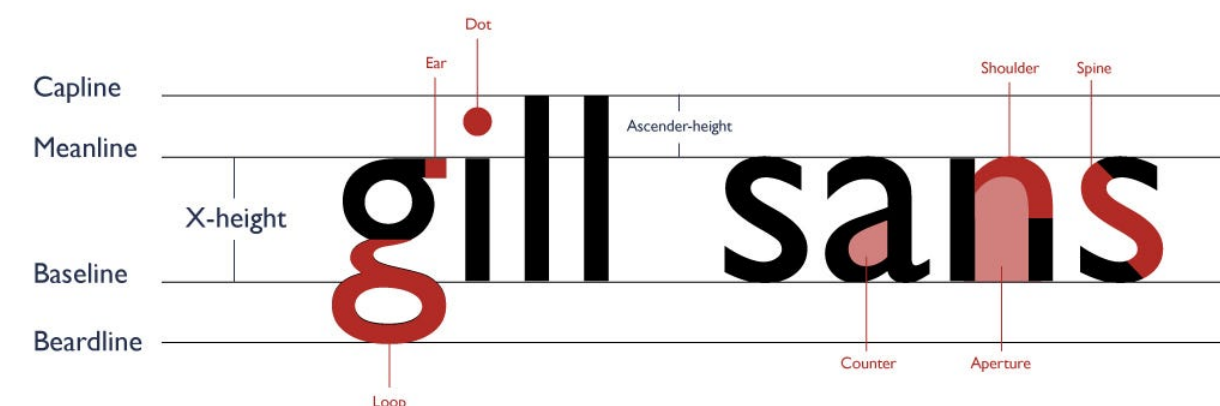
Poppins SemiBold

Rounded and contemporary, Poppins brings warmth and balance to Yogic Monkey's tone — **for in-video text and sub-titles**.

BEBAS NEUE

Bold, confident, and minimalist, Bebas Neue creates immediate impact. Its simplicity cuts through visual clutter — perfect for Yogic Monkey's **reflective one-liners and short-form hooks**.

Typography - Documentation



A classic humanist sans-serif that blends authority with warmth for **Headers**.

Inter

A modern, highly legible typeface designed for digital readability — for **subject body and subtext**.

Brand Personality – If Yogic Monkey was a Person...

Core Archetype: The Sage-Storyteller

Wise but never preachy.

Rooted in the past, yet fluent in the language of the present.

They don't shout — they invite. They don't teach — they reveal.



Curious



Empathetic



Mystical with Logic



Introspective



Modern yet old-school

Voice and Tone

Brand Voice: Three Core Traits

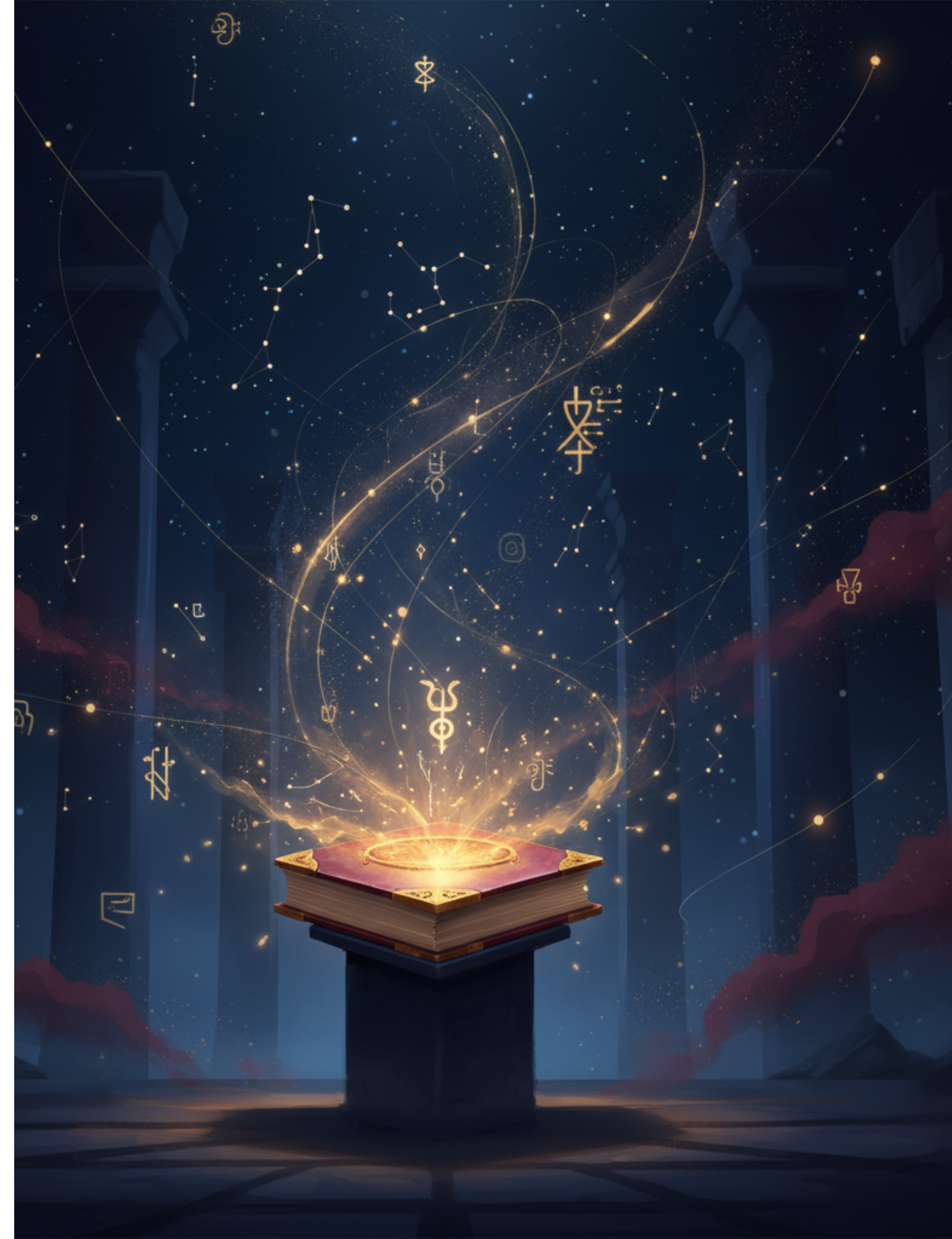
1. **Curious** — speaks with wonder, not authority.
2. **Conscious** — reflective and mindful, never preachy.
3. **Cinematic** — uses rhythm, pauses, and vivid imagery like a storyteller.

Tone Across Mediums

Medium	Tone Style	Example
YouTube / Video Narration	Poetic, calm, reverent	“Every whisper of myth hides a truth about us.”
Instagram / Short Captions	Witty + philosophical + visual	“If walls could remember, temples would never fall silent.”
Website / About Copy	Warm + articulate + purposeful	“Yogic Monkey was born from curiosity — a place where stories breathe again.”
Deck / Investor or Brand Docs	Confident + insightful + measured	“We don’t just tell stories — we preserve what time forgot.”

Golden Rules

- Never *preach* → always *invite*.
- Replace grandiosity with **grace** (“ancient,” not “divine”).
- Speak like a **modern sage**: concise, visual, and aware.
- Avoid jargon; use sensory words — echo, dusk, whisper, memory, ink, silence, gold.



Content Direction and Channels

A roadmap for what we create & where we share.

Strategic Content Buckets



Mythological & Spiritual

Uncover lesser-known tales of gods, rituals, beliefs, and forgotten deities from across cultures.



Historical Events

Explore real moments and figures lost in history — the missing context behind what shaped civilizations.



Real-Life Mysteries

Document eerie, unsolved, or myth-like phenomena that still defy explanation.



Conspiracy Theories

Examine popular theories with a mindful lens — what they reveal about collective belief and fear.



Experiments with AI

Explore intersections of spirituality and technology — e.g. talking to ChatGPT about God, using Gemini to visualize myth.



Reaction Videos

React to viral “miracle,” possession, or ritual clips with grounded storytelling or actors recreating reactions.



Community & Wellness

Build a reflective, safe digital space around faith, well-being, and self-discovery.



Myth meets Modern

When mythology looks in the mirror of the modern world — exploring what timeless truths still mean today.

Content Distribution Channels

Platform	Content Format	Posting Frequency
YouTube	<ul style="list-style-type: none"> - Long-form cinematic storytelling videos (5–10 mins) - Shorts (1 from each long-form + 1 standalone per week) 	<p>4 long-form/month 2–3 shorts/week</p>
Instagram	<ul style="list-style-type: none"> - Reels (repurposed Shorts) - Static posts (quotes, snapshots, story facts, engagement) - Carousel summaries 	3–4 posts / week
Website	- Articles, resources, brand journal	Coming later
Community (<i>Reddit / YouTube Community Tab</i>)	- Polls, discussions, Q&As	1–2/week



Brand Assets

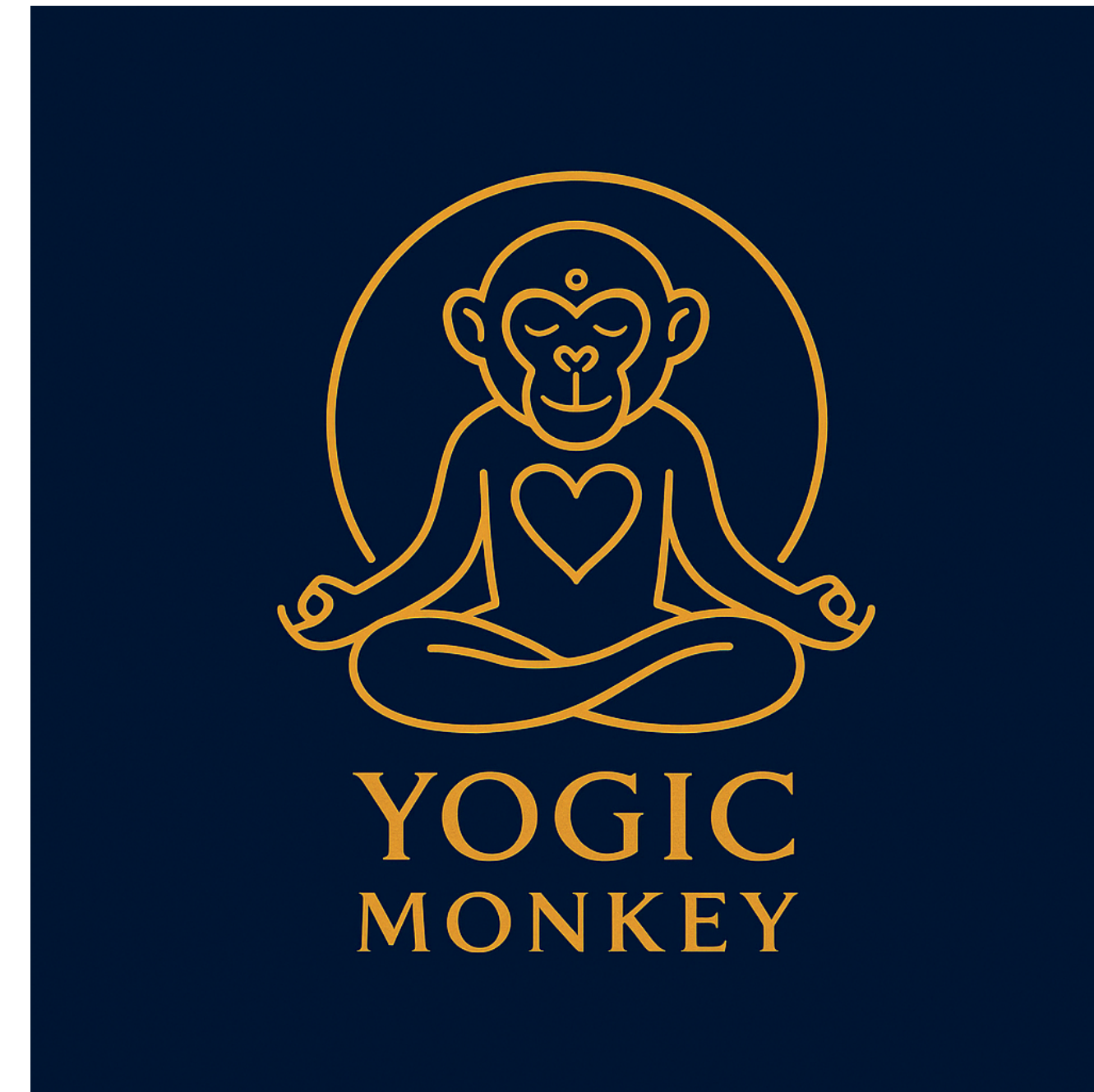
Design Elements Across Platforms

Brand Logo



Used as the **main brand emblem** across profile photos, thumbnails, YouTube banners, and visual displays where Yogic Monkey's essence needs to stand out.

The detailed, cinematic illustration represents the soul of the brand — a blend of **wisdom, curiosity, and divinity** — making it ideal for high-visibility digital spaces.



Used as the **simplified mark** for minimal or professional applications that require clean scalability.

The line-art design maintains the essence of the primary logo while offering versatility across digital and print mediums.

Note: The final logo system — including detailed color rules, spacing, and size guidelines — will be refined three months after launch, once Yogic Monkey establishes initial brand traction and design direction.

This stage will involve professional design support to finalize a consistent, scalable identity system.

Cover Image and Copy

Instagram Bio:

Ancient stories for the modern seeker

History | Mythology | Spirituality

YouTube Description:

Welcome to Yogic Monkey, a channel devoted to stories that textbooks overlook and archives forget. Here, history meets mythology, and the sacred collides with the everyday.

From the rituals of ancient temples and lesser-known deities, to forgotten dynasties and echoes of myth across cultures, each episode unravels a tale that lingers in our collective memory. These aren't just facts or fables, they are whispers that shaped civilizations and continue to shape us. Join us as we rediscover the past, one story at a time.



YouTube Cover Image

Thumbnail Templates



**SHE OWNS
BENGALURU**

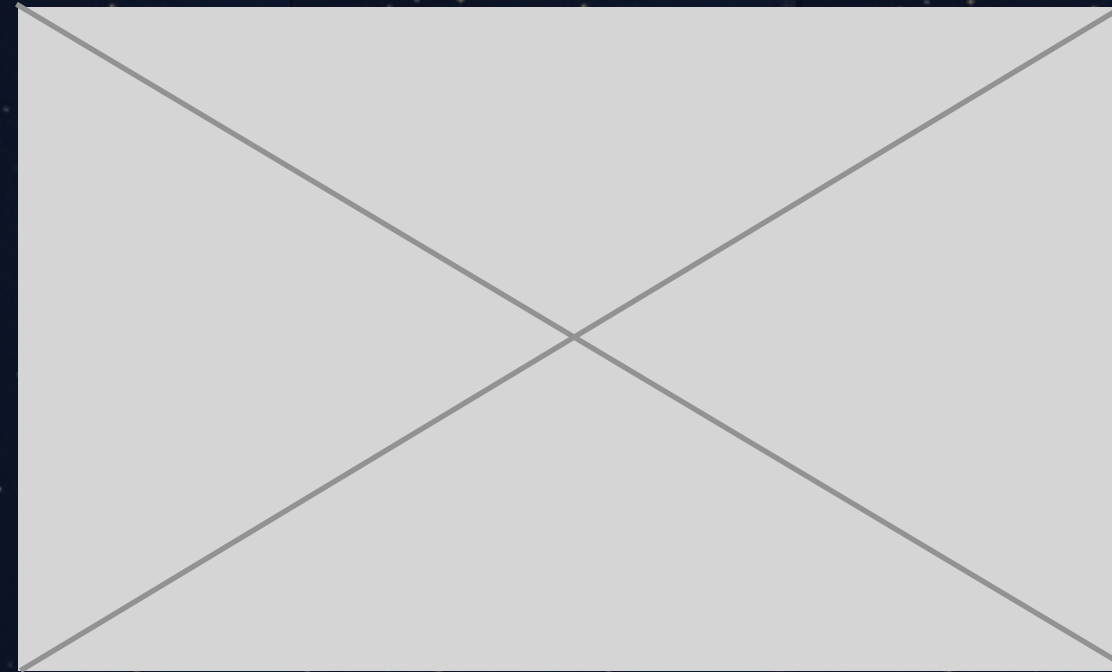
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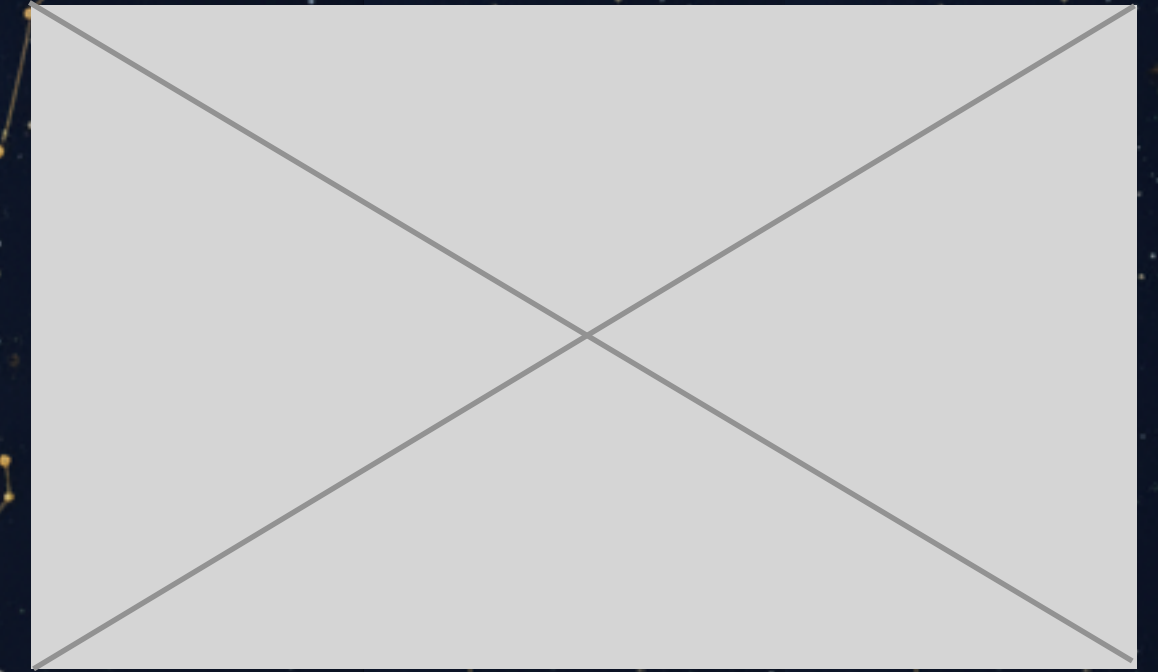
BEHIND MANGALORE

Video Outro Asset

THANK YOU FOR WATCHING



Latest Videos



Recommended

SUBSCRIBE

Implementation

Dotting the i's and crossing the t's

Video Creation Process

Scheduling & Publishing:

Use **YouTube Studio** and **Meta Business Suite** to schedule uploads and keep posting consistent across platforms.

Short-Form Repurposing:

Convert each long video into 30–60 second Shorts and Reels using **OpusClip** for automatic clipping and captions.

Thumbnails & Design:

Design thumbnails and Instagram visuals in **Canva**, maintaining Yogic Monkey's color palette and typography.

Video Production:

Create long-form cinematic videos in **Veo 3**, combining voiceovers, visuals, and pacing into polished storytelling pieces.

Research & Storyboarding:

Use **ChatGPT** to structure scripts, narration flow, and scene outlines—supported by your own cultural research for credibility.

Subscriptions required:

- ChatGPT Plus: \$20
- **Veo 3**: \$25–\$30 (depending on plan)
- Canva Pro: \$12.99
- OpusClip: \$10–\$15
- Total: ~\$70–\$80/month

Ideation & Planning:

Plan monthly topics, hooks, and upload rhythm in **Notion**, keeping a single tracker for ideas, drafts, and deadlines.

Growth Projection

Six-Month Roadmap for Yogic Monkey

6- Month Roadmap

Platform	KPI	3-Month Target	6-Month Target	Goal Description
YouTube	Subscribers	500 to 1K	2K to 5K	Build an early base of loyal viewers who follow the long-form storytelling journey.
	Average Watch Time	3–4 mins	5–6 mins	Strengthen narrative immersion and retention across episodes.
	CTR (Click-Through Rate)	5–6%	7–8%	Optimize thumbnails and titles to drive consistent discovery.
Instagram	Followers	1.5K to 3K	5K to 7K	Grow a reflective, story-loving community organically.
	Engagement Rate	7–8%	10–12%	Deepen audience connection through saves, shares, and reflective captions.
	Reach / Impressions per Month	100K–150K	400K–600K	Expand discoverability through reels and carousel storytelling.
	Saves & Shares per Post	50–100	200–300	Encourage emotional connection and share-worthy storytelling moments.

Future Cards

Wellness Brand



Vision: Build a line of mindful products inspired by ancient practices — merging inner balance with modern design.

Offerings: Meditation candles, herbal incense, healing oils, affirmation cards.

Philosophy: *“Because wellness isn’t found, it’s remembered.”*

Birthstones & Gems



Platform: Instagram boutique store.

Concept: Gemstones and crystals aligned with Vedic astrology and lunar energies, styled for the modern minimalist.

Narrative Angle: *“Wear your story. Feel your frequency.”*

Podcast



Theme: Myth, mind, and meaning.

Format: Short 10–15 min episodes diving into one story or question — “What does karma mean today?” or “Why do we still pray?”

Voice & Tone: *A space for thinkers, seekers, and wanderers.*

Merch & Collabs



Range: Art prints, clothing, and collectibles inspired by mythic symbols, quotes, and story fragments.

Aesthetic: Regal, timeless, modern — think *“ancient myth meets street calm.”*

Goal: To create community identity — people who wear consciousness, not just consume it.

THANK YOU