



THE BRAND GOSPEL ACCORDING TO PEEP™

A sacred tantrum in three acts.

(Unauthorized but inevitable.)

"Have you even found its beginning?"

— The Rainbow Rooster

One day, Peep, his golden-plumed-head newborn chick came to the Rainbow Rooster, and asked:

— *"Father Rooster, I have read your entire last scroll and..."*

— *"You're reading my scrolls again?! What did I tell you?!"*, interrupted the Rooster abruptly.

— *"Speak up! I can hardly hear you."*

— *"... and I can't see the point or end of it."*

The Rooster stepped back for a quick ("Just a sec") moment, before crowing back to his chick:

— *"Are you a Brand Strategist, or want to be, sticky egg-stain?!"*

— *"No, I..."*

— *"A Marketing Director?! Don't you dare!"*, fired the Rooster in a vehement tone.

— *"No, is that bad?"*


— *"Bad?! No, son, bad is having to put up already with 17 of your cockerel brothers and sisters clucking all day about their S.W.O.T., A.I.D.A., S.T.P., and the almighty 4Ps..."*

— *"They are 7 now..."*

— *"Shush! How dare you correct me, you impertinent yolk?!!! 4, 5, 6, 7... P's! What's in a P?! They're repeating P's faster than my 38 chicks chirping!" Forget them!*

— *"Even A.A.R.R.R?... You have 42 in A.C.R.O.N.Y.M.A.G.E.D..."^[1]*

— *"Shuuush! You want to be a pirate now, is that it?!"*

[1]  **Editor's Note:** At the time of this edition, 42 canonical acronyms are known to have manifested during the revelation of the S.H.A.K.E.™ Architecture, some of questionable use. Others may be entirely lost or unaccounted for.

- “Of course not, father, I don’t mean...”
- “Of course you don’t, and you WON’T! We’re a respectable family, and it would break your 12 mothers’ hearts! So, what is it you want to be, after all? Chirp, and chirp fast!”, said the Rainbow Rooster, growing impatient.
- “I want to be a Brand Desig...”
- “Brand Designer?! Oh, no. Oh NO! Holy Mother of Rainbows, please, not another past-modernist in the family making logos in Helvetica!”
- “It’s ‘post-modernist’, father, but actually I prefer Comic S...”
- “SILENCE! That is the one font we DO NOT even say its name!”
- “...”
- “But, wait a minute, is that beige I see?!
- Tell me you’re NOT wearing beige?!?! Don’t you dare wear beige in my presence!”, said the Rooster vociferously...
- “No, yell...”
- “We don’t yell! We crow!”
- “But I’m only 8 days ol...”
- “Of course you are. You must be changing your first feathers... Then tell me, sunny side up hatchling, why are you asking me about the end of the scroll? At this age, you should be fighting your brothers and sisters to death to ascend in the pecking order, not reading scrolls!”
- “Well...”, began the troubled chick, before the Rooster crowed at him again:
- “Well?! Not ‘Well’, cluckwit — have you even found its beginning?”
- “What?...”
- “Not ‘What’, ‘What’ is after ‘Why’!
- “But how...”
- “‘How’, is after ‘What’, you foolish featherbrain!!!”
- “So...”
- “So... what?!”

— "What is the beginning? I'm confused now..."

— "I've told you, not 'What' — dammit! 'WHO'!

Of course you are confused, Peep! You're a eight days old,
scrambled-egg-minded chicklet that can't even find the beginning!

How are you going to understand the end..."

— "But why..."

— "WHO! WHO!! WHO!!! Only then we dare whisper 'Why'.
You are making me sound like that annoying know-it-all Owl
that perches on the tree above our pen, and wakes me up
every single twilight only to remind me of what I already know!"

— "But..."

— "But ENOUGH, half-boiled scroll pecker!

When you can remember the beginning,
you will know the end of the scroll.

Now go find something fitting your egg tooth, like corn or worms.

One of your mothers is laying — again —, and I am too busy
practising my waltz for the other eleven."



Peep, The Rainbow Chick Who Asked Too Soon

— And kept pecking after told not to.

(Peep, scrolls don't end, they echo.)

CHICKEN SUIT CLAUSE

Terms, Conditions, and Legal, Spiritual & Emotional Disclaimers apply.

So does your parents' warning about entering this dialogue.



No actual chickens were branded.



Confusion is part of the scroll.



Keep out of reach of chicks.