

About the client

3 cards



Brunswick Coffee Co.

- Established 1962
- Family owned award-winning independent coffeeshop
- Uses specially-sourced organic coffee beans
- Small-batch private blend launch

Key people

Sarah Wilde, Director

+61 412 7264 394

sarah@brunswickcoffee.co

The brand

2 cards



Brand personality

- Friendly
- Casual
- Authentic

#FOEFEB

Cararra

#2A4257

Rhino



Oswald-font.zip

[Download](#) - 202 B

Due date: Thursday 25th August.

Target Audience

2 cards

Terri H.

28 years old

Freelance Designer

Has bought her coffee at BCC every morning for years.

"BCC is my little morning ritual. I've been a regular for years and I won't buy my coffee anywhere else. On weekends I brew up at home, but store-bought is never the same."

Peter T.

41 years old

Dentist

Buys coffee here 2-3 times a week.

"I don't have time every morning, but I love their coffee. I'd love to keep some in the cupboard for busier days."

Goals

1 card

Objective

Brunswick Coffee Co. (BCC) is launching its long-awaited private blend for sale in its 5 coffeeshop locations, as well as 3 independent restaurants in the Melbourne area.

The goal of this project is to develop three packaging concepts for the private blend that will draw the eye and work cohesively with the BCC branding.

Creative direction

3 cards

Product concept

Life's too short for bad coffee. Enjoy the BCC private blend at home and at the office.

Things to include

- Coffee's origin and producer
- How the coffee was processed
- Information about the roaster (name, roast date, tasting notes)

Packaging must be fully compostable

References

3 cards



I really like the minimal branding here





Marie — The artist

Looking to sell her art easily online and gain exposure as an up and coming artist.

Age: 26

Marital status: Single

Occupation: Artist/Art Buyer

Location: London, UK

Income: £32,000

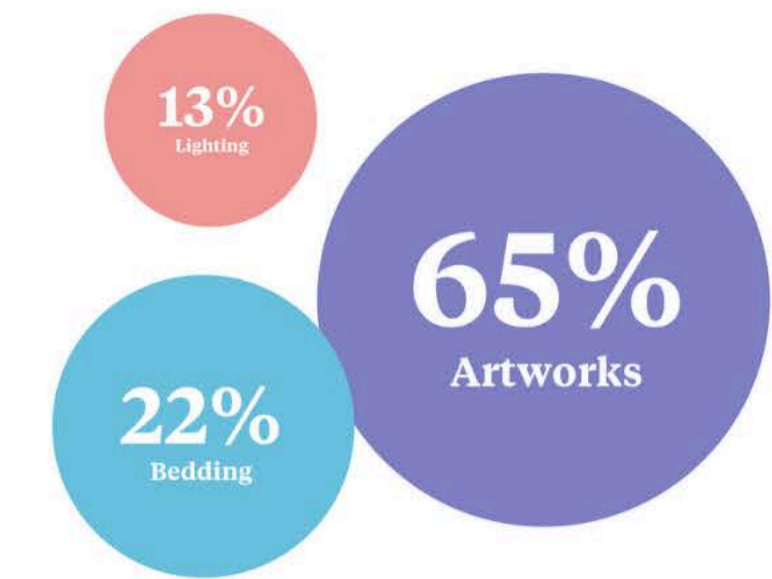
Bio

Julia is an artist in London. She graduated 4 years ago from art school and has been making art since joining a local studio 12 months ago.

Although she loves the people she works with, she has been giving serious thought to her future. While the studi that she works at is growing, she's worried that she wont developed a name for herself if she continues working with others. She's considering selling her art online and wants a reputable place to sell her pieces while gaining good exposure.

Needs

- To find the right website which offers the facilities she wants.
- To find a way to fund her artworks without incurring lots of debt.



The 3 most popular categories of homewares

Pain points

- Concerned that she'll need to manage mailing artworks and won't be able to afford the website fees
- Worried that she's one of many artists and wont get enough exposure
- Doesn'twant the service to take too high a percentage of her sales

Ideal experience

- Mail her pieces internationally and ensure they arrive safely
- Manage her inventory easily from her iPhone
- Make great money to sustain her passion making art

Research

2 cards, 1 document

Quotes

"It's important that I can connect with the buyers"

"I really just need an easy way to promote my art and keep prospective buyers up to date"

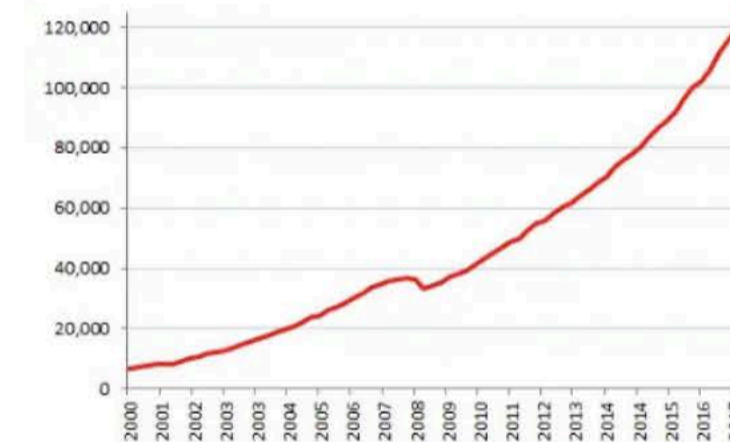
"The hardest part is managing the actual transaction."



Survey results

0 words

E-Commerce Sales



About the client

3 cards



Pictasia

- Launched in 2018
- Allows Instagram users to quickly and easily collaborate with brands and get paid

Key people

Riley Whitlum - Head of Marketing:

riley@pictasia.com

+61 047 685 768

Key dates

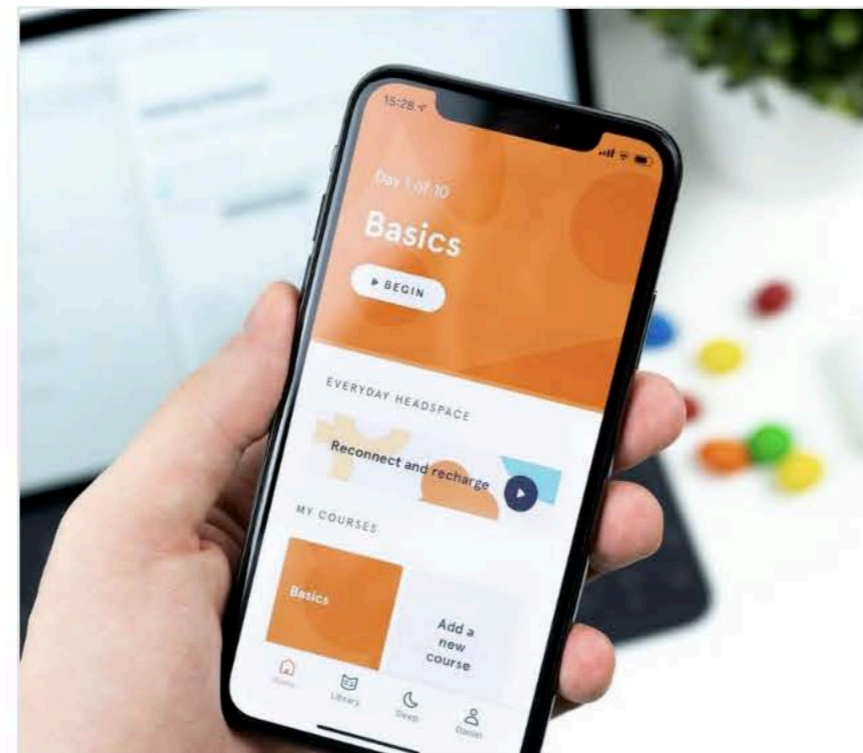
- Internal review
Due 13 Nov 2019 @John P
- Pitch
Due 25 Nov 2019

The brand

2 cards

Brand personality

- Friendly
- Casual
- Authentic



Brand colours

#0047CC

Science Blue

#CODCE0

Ziggurat

#F28121

Tango

#DEDEDE

Alto

Objectives

1 card

Campaign Goal

Pictasia wants the most active Instagram users to sign up to the platform. They have a lot of data around their best users and want to use custom audiences and lookalike targeting to deliver highly personalised ads through Facebook and Instagram.

Audience

1 file



Pictasia User Export.csv

597 KB

Deliverables

1 card

- 3 x 29 second video shorts

Insight

2 cards

<https://docs.google.com/document/d/13qz>

[Pictasia: Qualitative Research](#)

<https://docs.google.com/document/d/13qz>

[Insight Mining](#)

Single Minded Proposition

1 card

"Life is made for sharing."

References

1 card

9:41



SKIP



Would you like to keep this photo?

This will be saved to your favourites



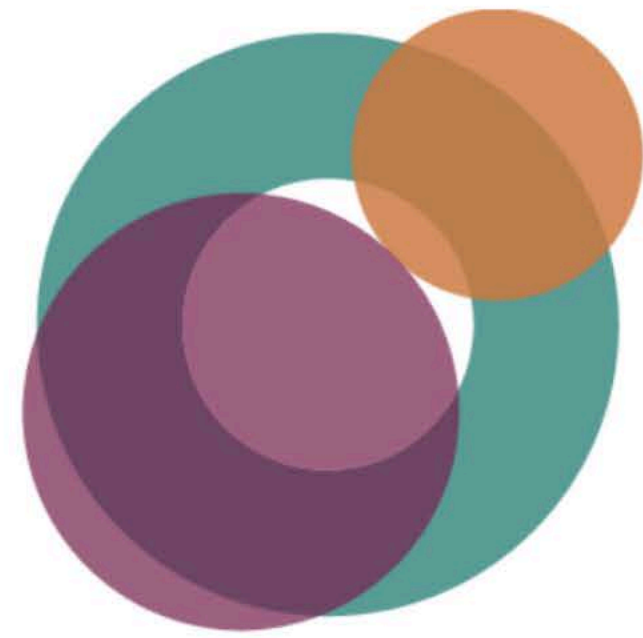
Cancel

Save

Early concept

About the client

3 cards



Evolve

Evolve

- Founded 2014 in Melbourne, Australia
- Luxurious office spaces for top tier businesses globally.
- Specialising in design interiors that complement a client's values, while ensuring an appealing and comfortable space for employees, clients and customers.
- Website is currently a brochure for trade and wholesale customers.

Key people

Fiona Taylor (Marketing Lead)
ftaylor@evolve.com.au

The brand

1 board, 3 cards



Brand style guide

0 cards



Brand values

- Quality
- Alignment
- Comfort
- Integrity
- Creativity

Goals

2 cards

The project

- A digital magazine showcasing latest range in styled in-situ shoots
- Create EDM and corresponding social media campaign
- Ongoing digital marketing support (TBC)

Measuring success

Primary KPIs for digital :

- Increase subscribers to e-newsletter
- Create awareness and grow social media channels
- Drive traffic to digital shopfront

Target audience

1 board

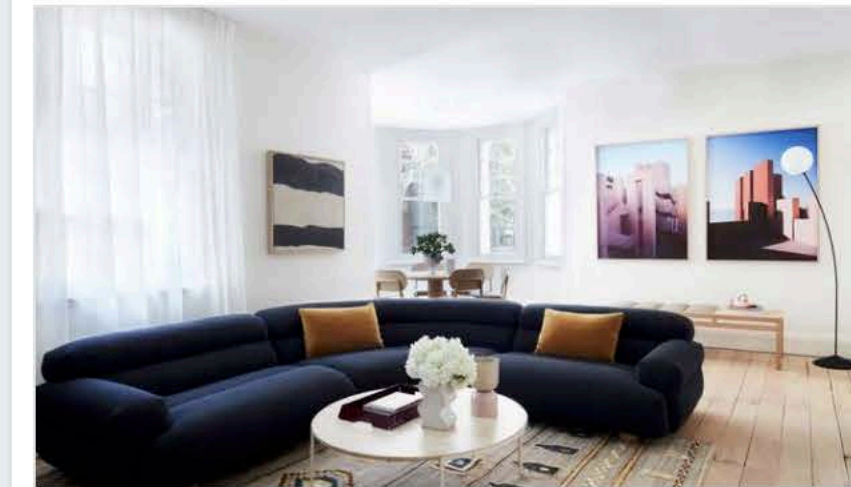


Target audience

0 cards

References

1 card, 1 file



<https://www.jardan.com.au/magazine/>

Magazine - Jordan Furniture

Autumn is the best time of the year.



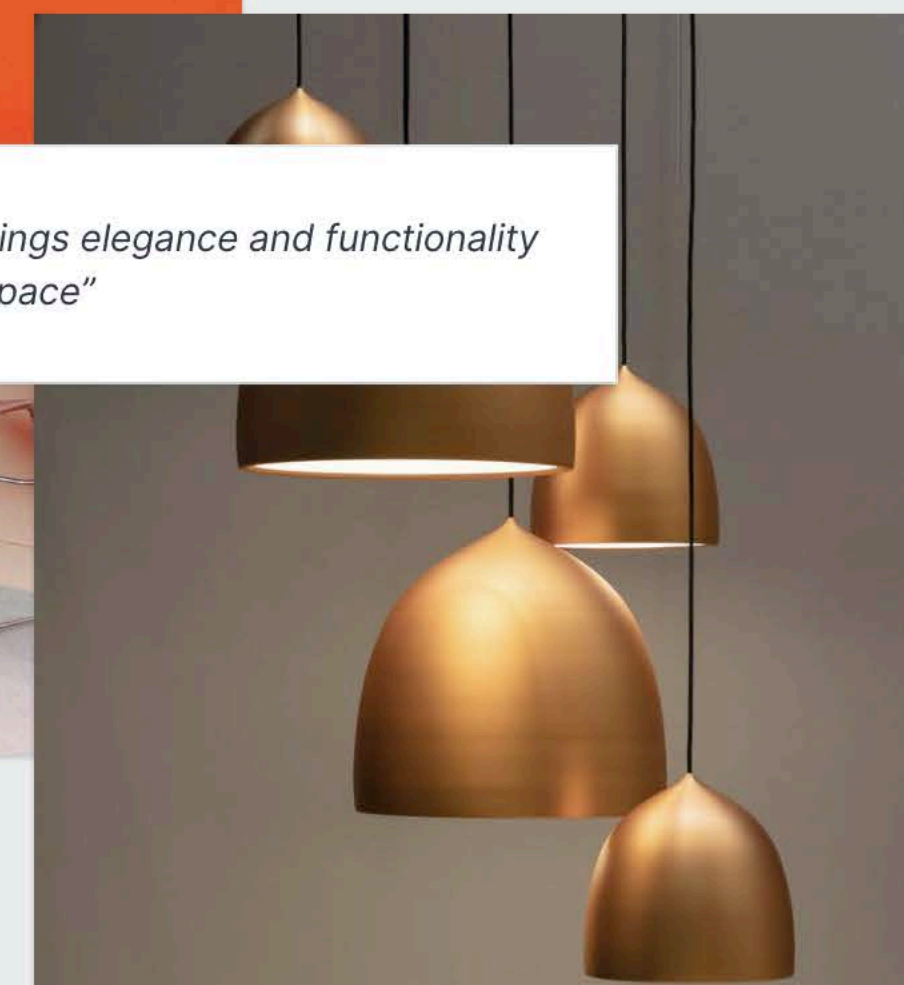
Evolve-Logo.ai

838 KB

Photography series references



"Evolve brings elegance and functionality to every space"



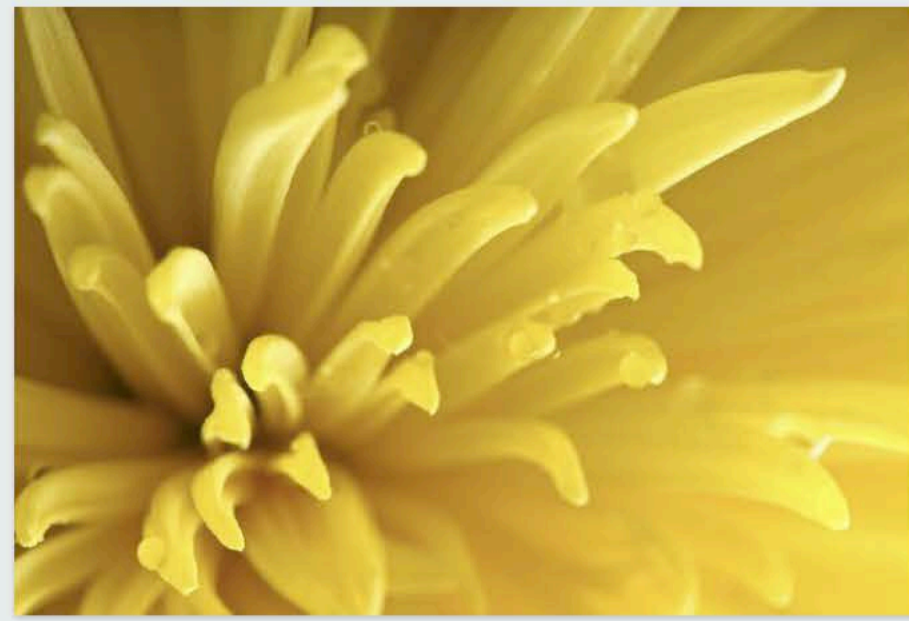
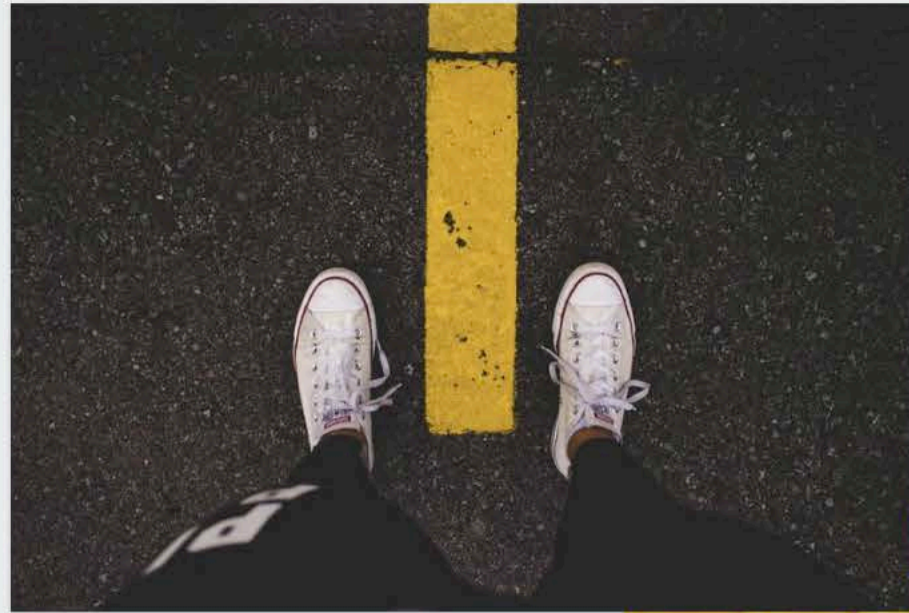
Next steps

- Create digital campaign timeline
- Confirm case studies
- Schedule interviews and photoshoots
- Design EDM
- Create website pages
- Create social media assets
- Call to action to EDM sign up

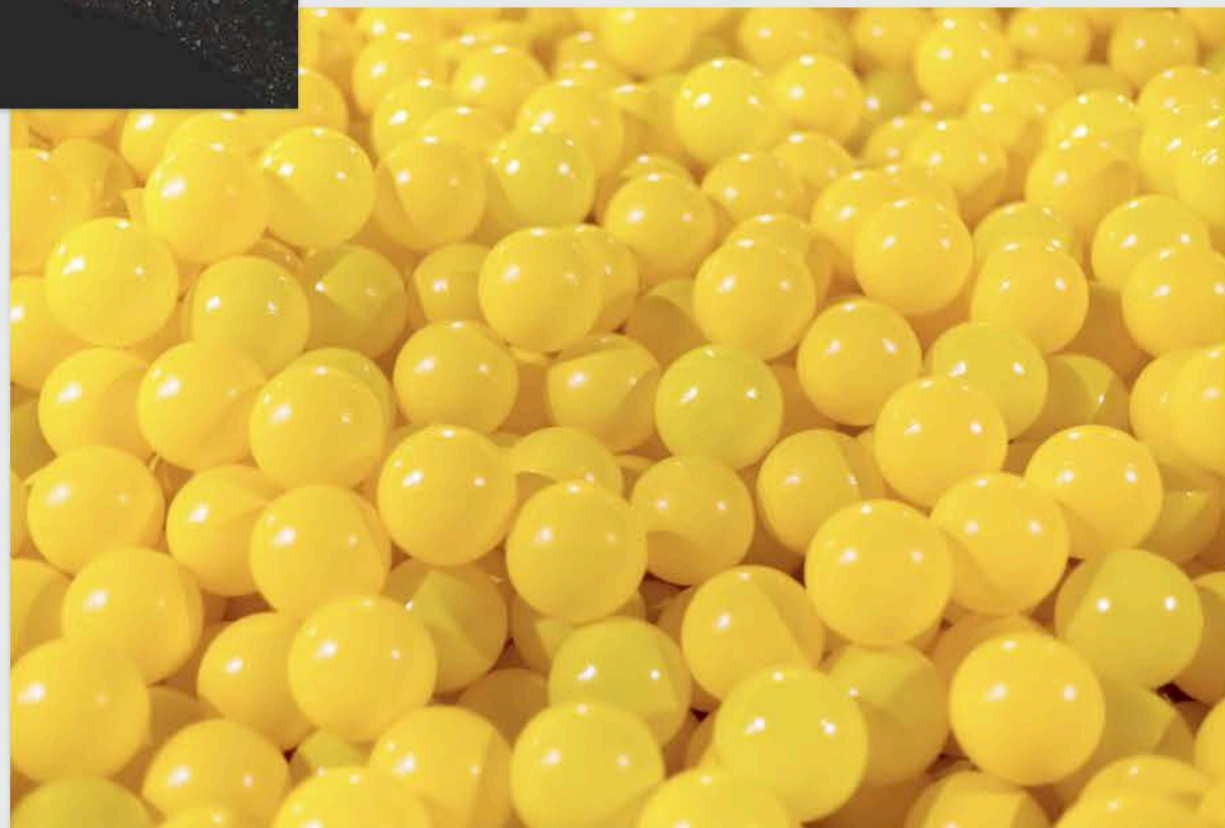
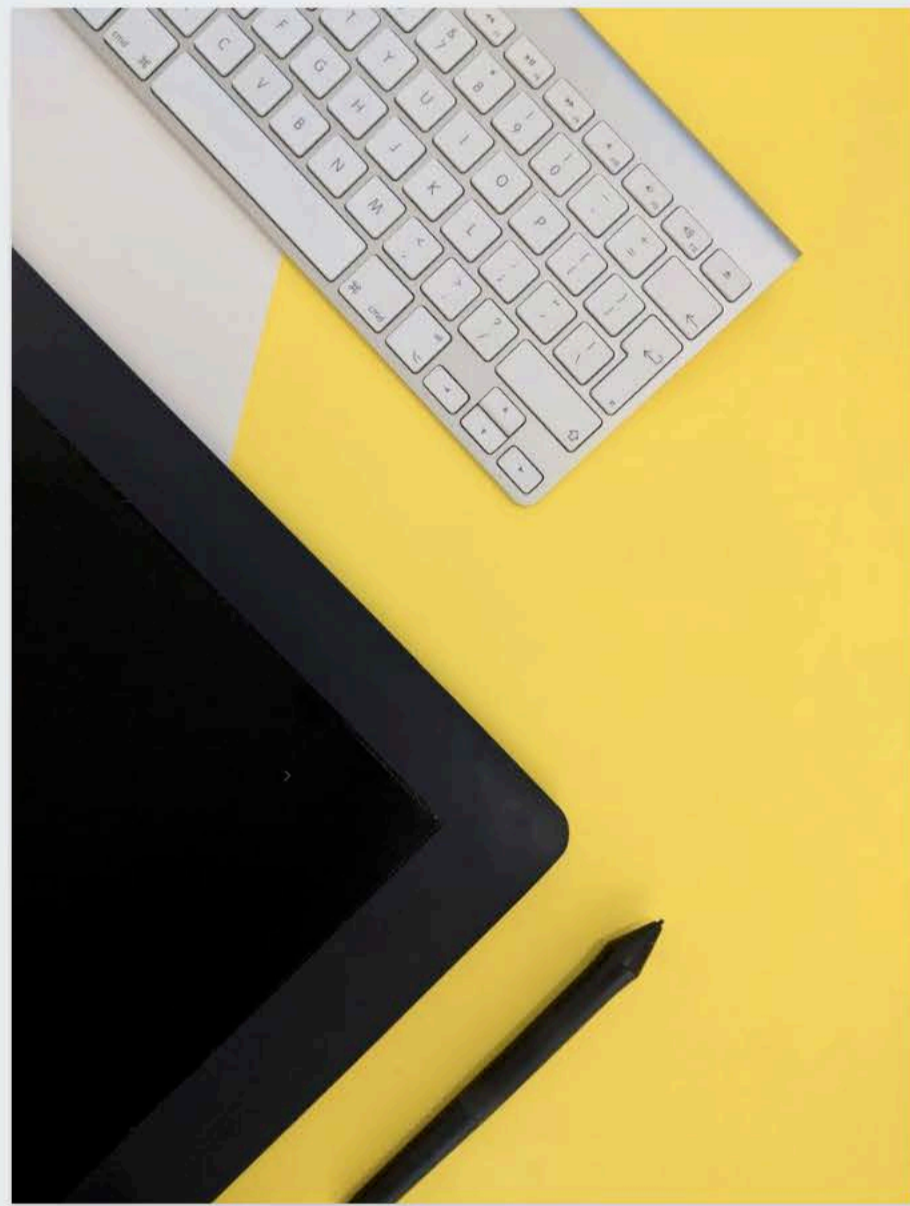
Budget considerations

Starting budget allocation of \$15,000 awaiting quotes to confirm.

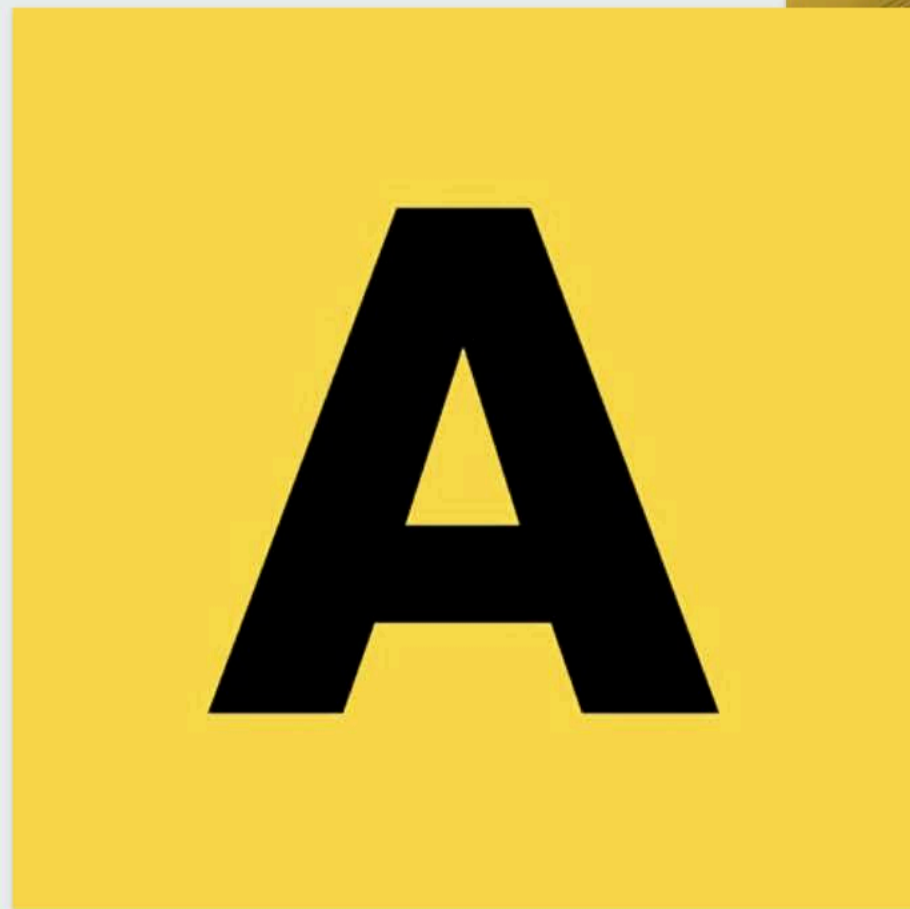
- Photography
\$10,000 for 4 x interior shoots
- Design assets
\$2,500
- Facebook ads spend
\$1,000



Textural and gritty typography

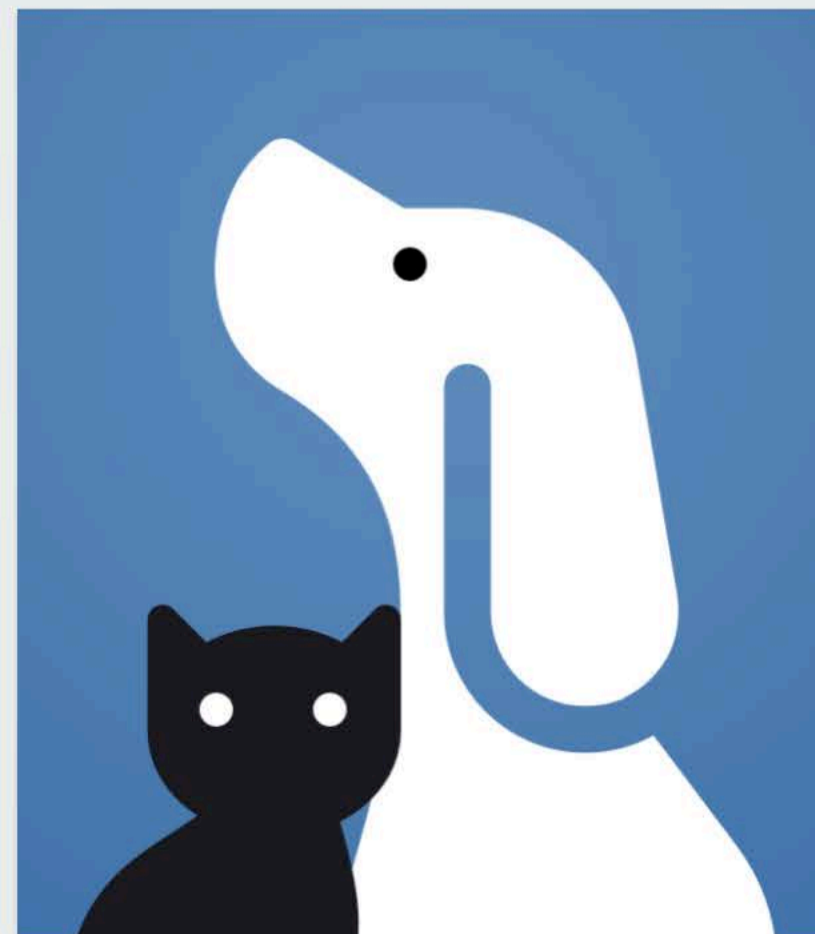
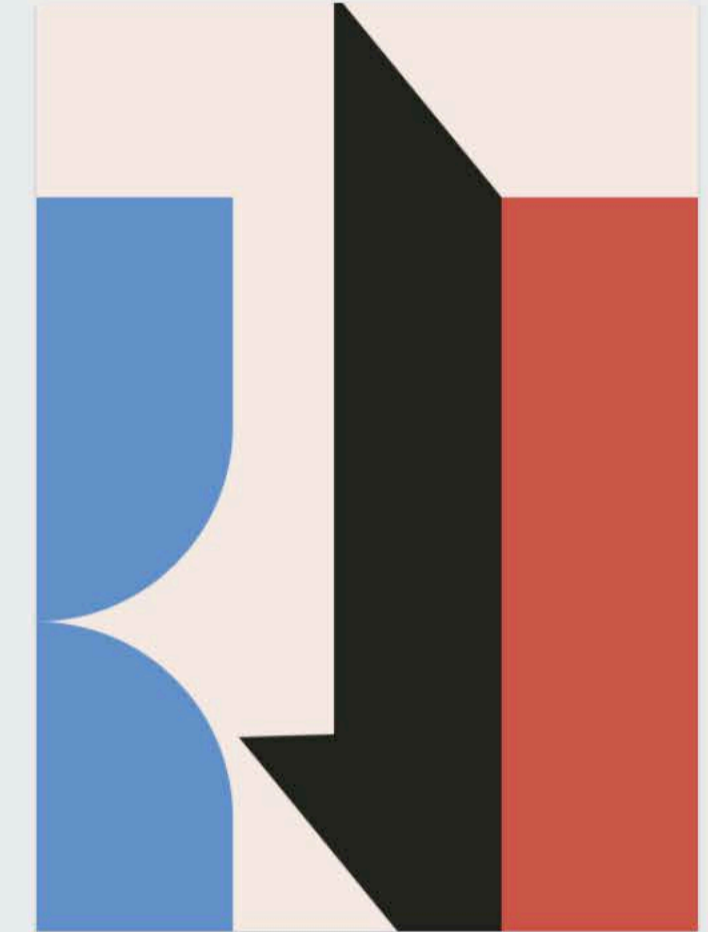
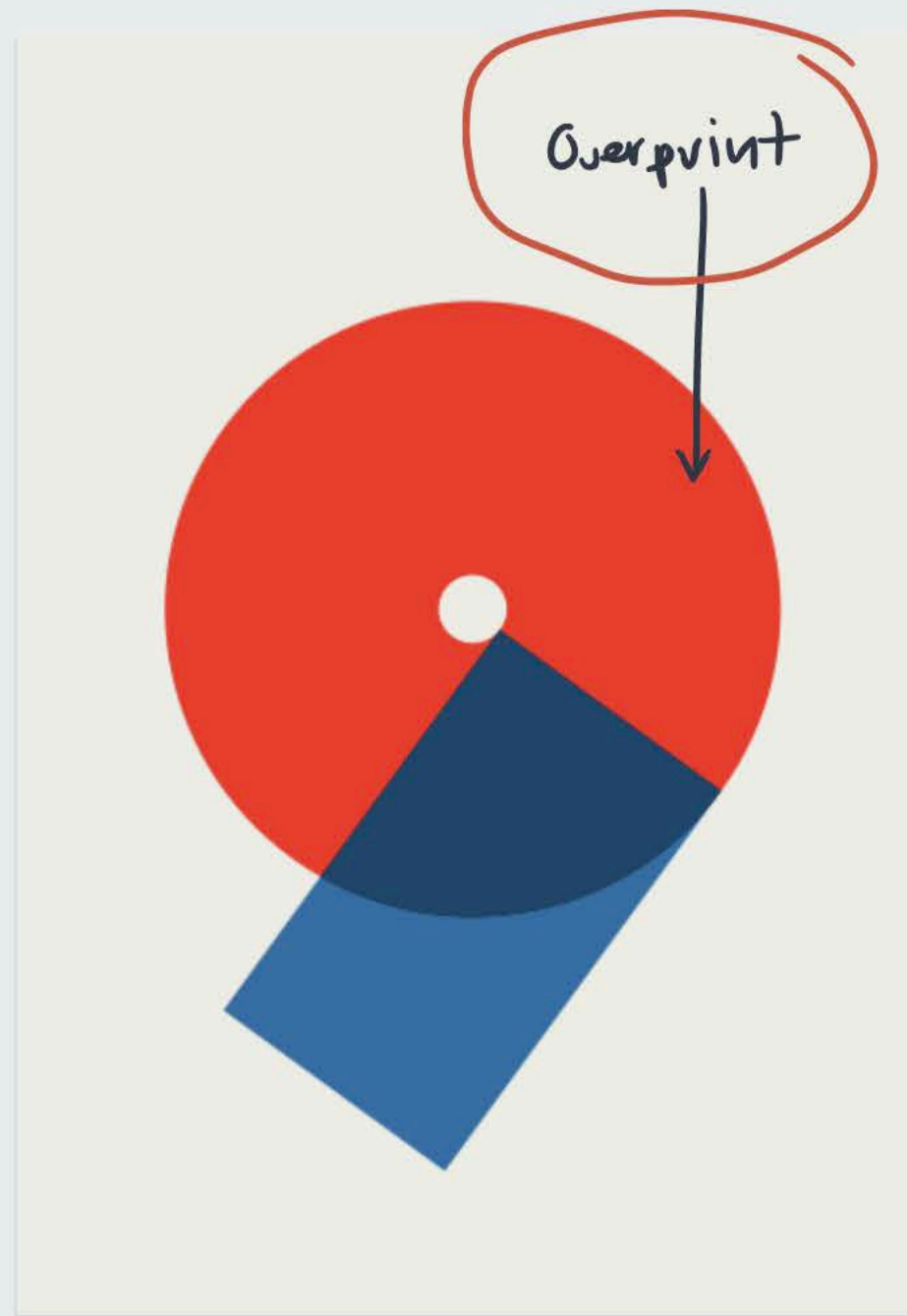
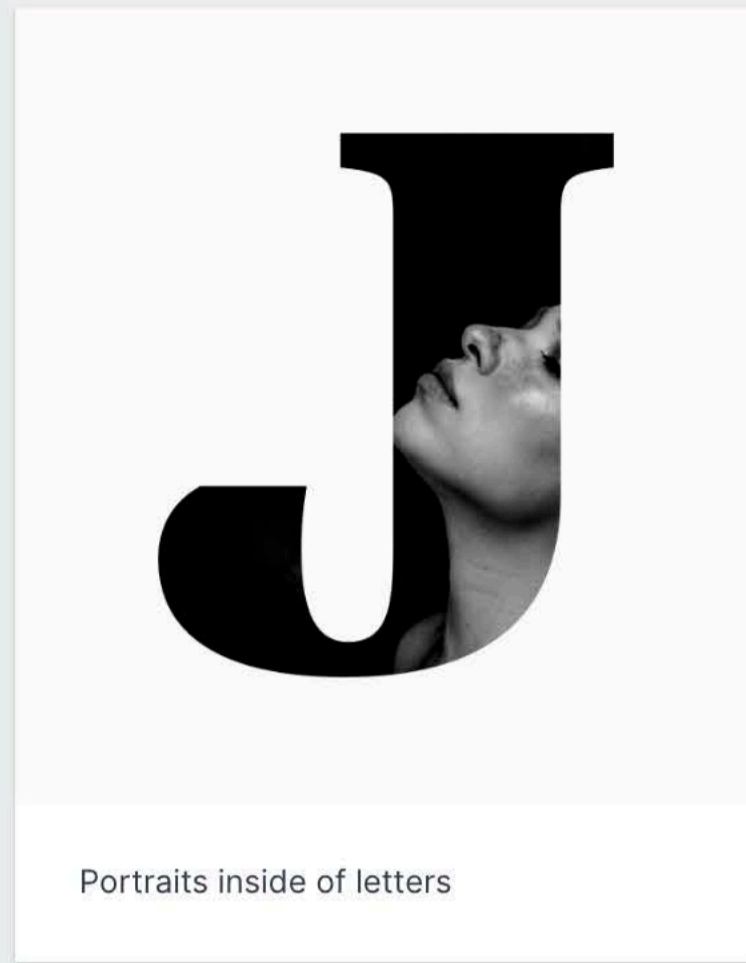


#FBCD08



Close **cropped** photography

Geometric, transparent, bold, minimalist, monochromatic, moody, striking



Illustrative samples
0 cards