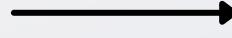


Branding

PORTFOLIO PRESENTATION



Contents

OVERVIEW

MARKET RESEARCH

CONCEPTS

FINAL CONCEPT



Overview

This is a branding project I did for a company called Screenplay Report. The company analyses writers screenplays and gives them feedback. They offer multiple package options for their audience which has different levels of how in depth the analysis will be.

I had a pre-design zoom with the client where we discussed what they were looking for in their brand. They wanted to take a lot of inspiration from the Wes Anderson film Life Aquatic. They liked the colours in this film and the typography used on posters for the film.



Market Research

BRANDING

Throughout the next few slides I will go through the market research I completed for this project exploring audience analysis, competitor research, user persona and objectives.





Objectives

Increase Recognition:

Strengthen brand visibility and develop branding strategies that align with market trends to enhance the brand's familiarity and prominence.

Establish Brand Trust And Cohesion:

To develop a brand identity that establishes a strong sense of trust and resonance with the designated target audience. The goal is to create an identity that not only stands out but also leaves a lasting, positive impression, making the brand more memorable and appealing to its intended audience.

Customer-Centric Brand Identity:

Develop a brand identity that puts the customer at the centre. This customer-centric approach extends beyond visual elements such as logos and colour schemes; it involves cultivating a brand personality that aligns with the customer's lifestyle and resonates with their emotions.



Audience Analysis

Typical Industry Audience

Screenwriters:

Screenwriters use screenplay reports as a tool for self-assessment and improvement. Understanding how industry professionals analyse scripts can help writers refine their skills and tailor their work to market expectations.

Agents and Managers:

Literary agents and managers represent writers and help them sell their scripts. They rely on screenplay reports to evaluate the strengths and weaknesses of their clients' work and to guide them in the revision process.

Studio Executives:

Executives at major film studios oversee the production of multiple projects. They use screenplay reports to assess the scripts that are submitted for consideration for production.

Audience Analysis



Screenwriters are Screenplay Reports focus as we delve into screenplay analysis, recognising them as the driving force behind compelling narratives. The commitment to offering detailed feedback and constructive insights stems from a profound understanding that screenwriters are the heartbeat of Screenplays creative endeavours.

This deliberate focus not only enhances individual scripts but also nurtures a collaborative partnership where in Screenplay actively contribute to the growth and success of these talented storytellers. As the main target audience, screenwriters become integral partners in navigating the dynamic terrain of film development, ensuring that their creative visions align seamlessly with the ever-evolving expectations of the industry.

User Persona

EMILY

Age: 27

Occupation: Freelance Screenwriter

Location: Manchester, UK



Background:

Emily is a freelance screenwriter with experience in the film industry. She has a passion for crafting engaging and original stories that captivate audiences. Having worked on both independent and studio projects, Emily understands the competitive nature of the industry and constantly seeks opportunities to refine her skills. She holds a degree in Film Studies and has a deep appreciation for the art of storytelling.

Challenges:

Balancing creativity with market demands. Navigating feedback to enhance script quality. Staying updated on industry trends and preferences.

Goals:

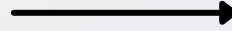
Refine her current screenplay for submission. Identify areas of improvement in storytelling and character development. Secure opportunities with reputable production companies.

Interests:

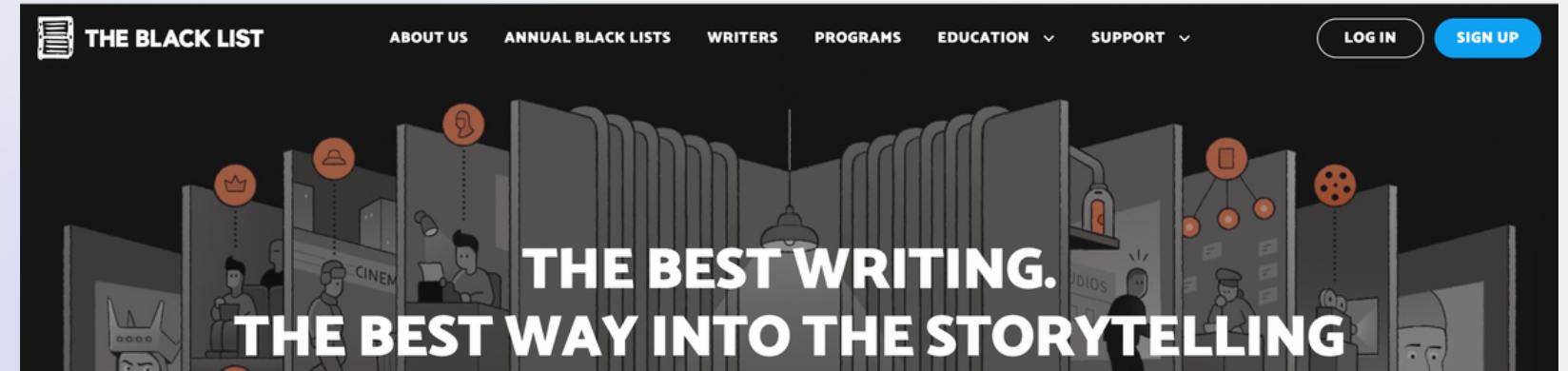
Regularly attends film festivals and industry events. Actively engages in online screenwriting forums. Enjoys analyzing successful films to understand their storytelling techniques. Values detailed feedback for continuous improvement.

How Screenplay Report Helps:

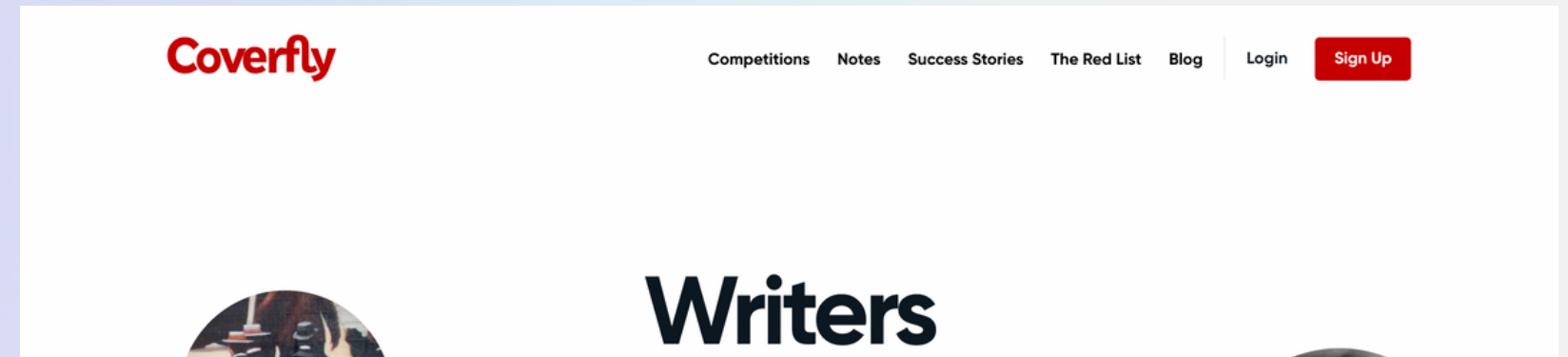
Provides thorough evaluations with actionable suggestions for improvement. →
Offers industry insights and market trends to align scripts with current demands.
Access to a network of industry professionals



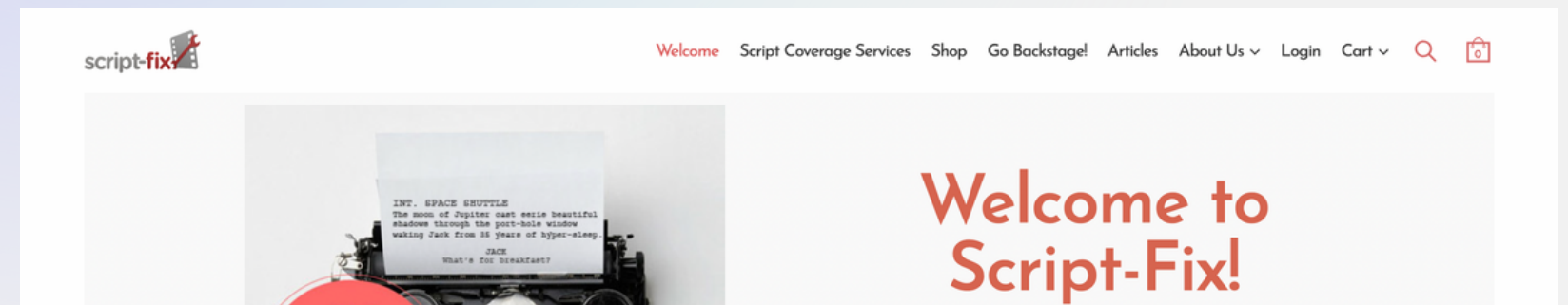
Main Competitors



<https://blcklst.com/>



<https://www.coverfly.com/>



<https://script-fix.com/>



The Black List

Colours: Black, White, Blue, Orange,
Yellow

Fonts: Sans Serif

Imagery: Illustrations

Themes: Dark, Modern, Clean

Pros:

The Black List provides invaluable industry exposure by connecting screenwriters with influential professionals such as producers, agents, and executives. This exposure enhances the visibility of a writer's work, potentially leading to promising opportunities. The platform also stands out for its commitment to providing feedback and evaluations from industry readers. This constructive criticism is instrumental for writers seeking to refine their scripts, offering insights into both strengths and weaknesses.

Cons:

The competitive nature of the platform is another challenge, as the high volume of submissions means that not all scripts receive equal attention. Despite the exposure provided, there is no guarantee of success, as securing deals and breaking into the industry remains highly competitive. Additionally, the ever-changing landscape of market trends poses uncertainties, and a well-received script on the platform may still face challenges aligning with current industry demands.



Coverfly

Colours: Red, White, Black

Fonts: Sans Serif

Imagery: Stock Imagery

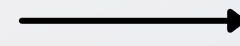
Themes: Modern, Sleek,
Professional

Pros:

Coverfly provides a platform for writers to submit their scripts to competitions, enhancing visibility and potentially leading to industry recognition. The platform's partnership with various competitions ensures writers have access to a diverse range of opportunities, allowing them to showcase their work in front of industry professionals. Coverfly also facilitates industry exposure by connecting writers with agents, managers, and producers. The emphasis on inclusivity and diversity in competitions makes it appealing to writers with a wide range of backgrounds and storytelling perspectives.

Cons:

While Coverfly offers significant benefits, it is essential to consider certain drawbacks associated with its modern, corporate approach. One potential concern is the risk of losing the more human, personal touch in the pursuit of a streamlined process. The corporate structure may lead to less personalised interactions, and the emphasis on efficiency might detract from the individualised support that writers could receive. There could be a sense of detachment or impersonality in the interactions, impacting the overall experience for writers.



Script

Fix

Colours: Salmon, Sage, White

Fonts: Sans Serif and Serif

Imagery: illustrated Covers

Themes: Modern, Sleek,
Professional

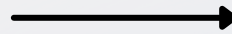
Pros:

Coverfly provides a platform for writers to submit their scripts to competitions, enhancing visibility and potentially leading to industry recognition. The platform's partnership with various competitions ensures writers have access to a diverse range of opportunities, allowing them to showcase their work in front of industry professionals. Coverfly also facilitates industry exposure by connecting writers with agents, managers, and producers. The emphasis on inclusivity and diversity in competitions makes it appealing to writers with a wide range of backgrounds and storytelling perspectives.

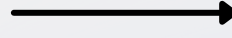
Cons:

While Coverfly offers significant benefits, it is essential to consider certain drawbacks associated with its modern, corporate approach. One potential concern is the risk of losing the more human, personal touch in the pursuit of a streamlined process. The corporate structure may lead to less personalised interactions, and the emphasis on efficiency might detract from the individualised support that writers could receive. There could be a sense of detachment or impersonality in the interactions, impacting the overall experience for writers.

Avoid



This website serves as a clear example of what Screenplays branding should avoid. The site's design appears unprofessional and lacks credibility. The prevalent use of a mostly black and white color scheme creates a sleazy impression, which could immediately deter potential clients. The absence of substantial branding elements suggests that limited effort has been invested in shaping the brand identity, impacting credibility and trustworthiness. The lack of use of imagery contributes to an artificial or fake perception of the company.

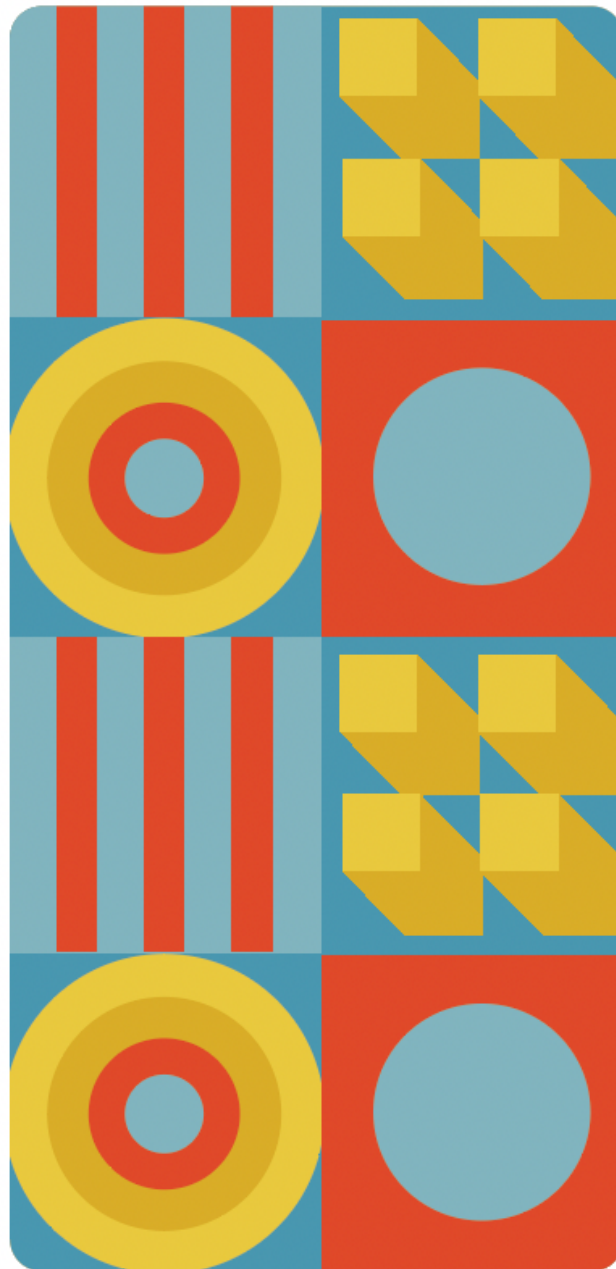


Concepts

BRANDING

Throughout these next slides i will showcase the concepts that I created for the branding and the explanation behind each concept.



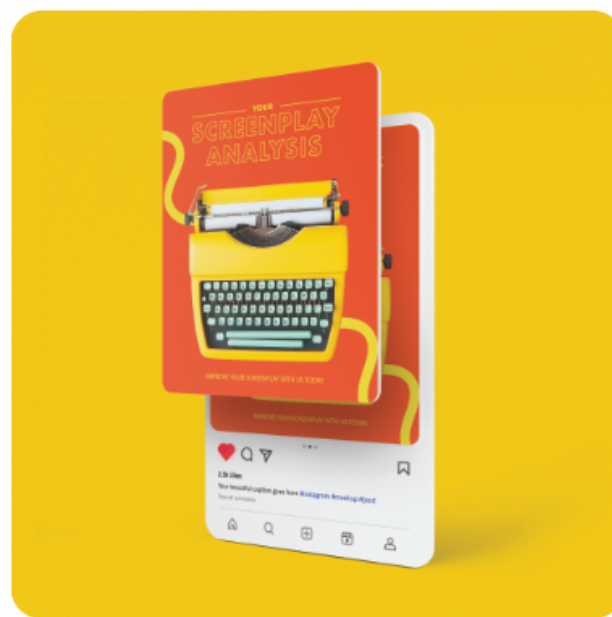


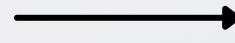
Medium - Bold

FUTURA

Looking for feedback on your script? We'll give you the best analysis in the game.

[Find Out More](#)





Concept 1

Target Audience: Mixed Gender (25-35)

USP: Accessible and Memorable for Writers

Colours: Bold, Red, Yellows, Blues

Font: Sans Serif

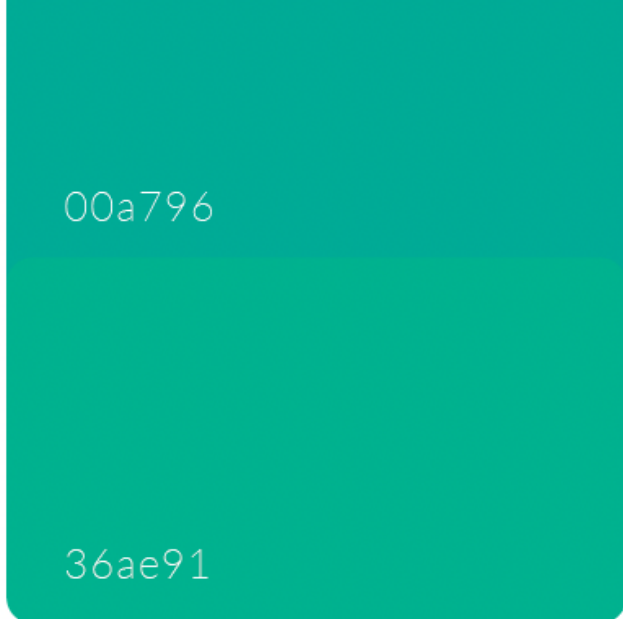
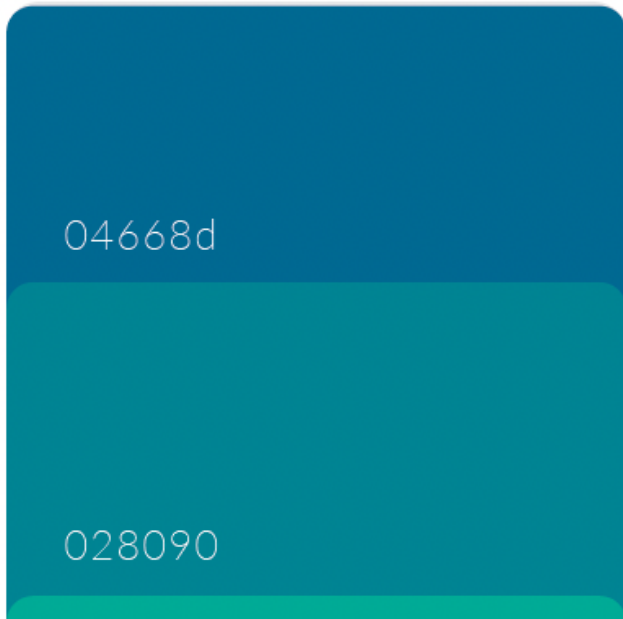
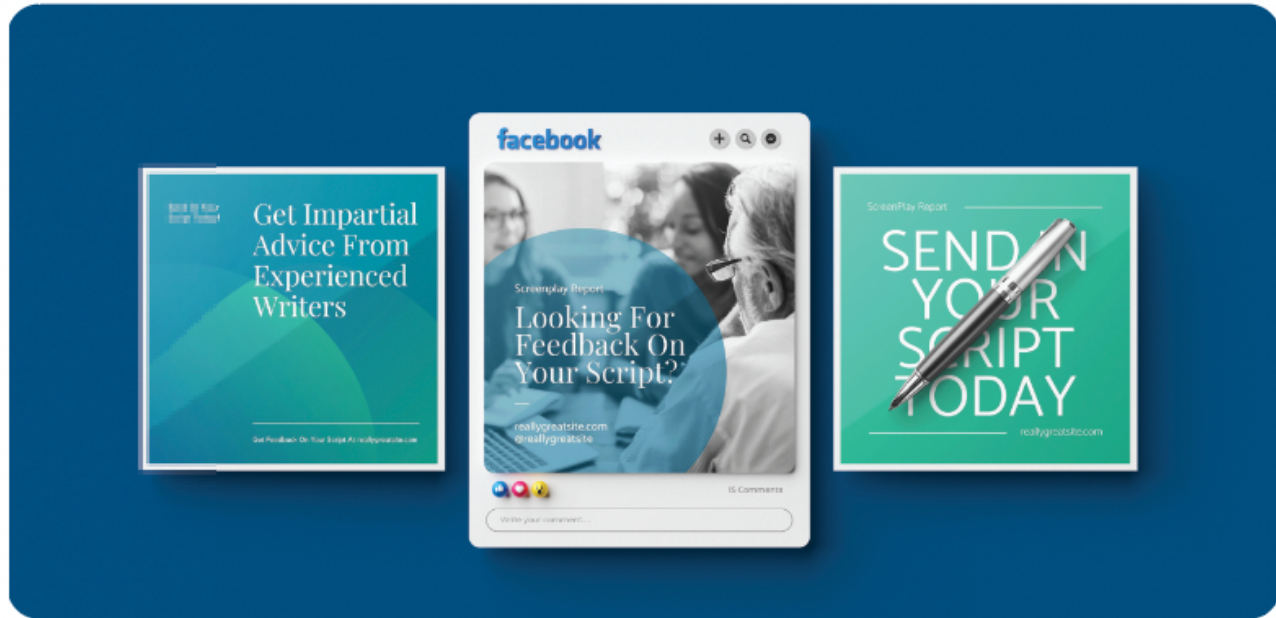
Imagery: Devices, Business Cards

Themes: Bold, Maximalist

This distinctive branding is centred around exuding a sense of fun and funkiness, offering your audience a refreshing departure from the conventional corporate and muted messaging employed by competitors. By embracing a vibrant and lively aesthetic, your brand not only stands out but also cultivates a unique connection with your audience.

The visual elements, selected themes, and strategic approach collectively contribute to an atmosphere of excitement, reliability, and optimism. This approach ensures that your brand becomes a beacon of confidence, inviting customers to engage with a lively and dynamic entity rather than a conventional and staid one.

This bold and upbeat branding strategy not only empowers your audience to embrace a newfound confidence in your brand but also positions your company as a trendsetter, unafraid to break away from the norm. Ultimately, it communicates a message of innovation, approachability, and a commitment to delivering an experience that is both enjoyable and reliable.





Concept 2

Target Audience: Mixed Gender (30-40)

USP: Credited and Experienced
Analysis Team

Colours: Cool Toned, Blues and
Greens

Font: Sans Serif & Serif

Imagery: Promotional Posters and
Social Media

Themes: Corporate, Professional

This idea creates an aura of exclusivity and professionalism, positioning your brand as a distinctive entity within the market. The USP is focused on delivering a premium user experience, thereby elevating your brand above and beyond the offerings of competitors.

The core of this idea revolves around providing users with an unparalleled sense of exclusivity and sophistication. By prioritising a premium user experience, your brand distinguishes itself in a competitive landscape where excellence and exclusivity are highly sought after.

In a marketplace where differentiation is crucial, this strategy positions your brand as a symbol of luxury and refinement. By consistently delivering on the promise of a premium user experience, you not only attract discerning customers but also foster a lasting connection with them, reinforcing the notion that your brand stands for exclusivity, professionalism, and an unwavering commitment to excellence.



Arboria Thin

Calisga Regular

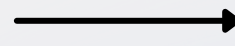
Looking for feedback on your script? We'll give you the best analysis in the game.



- EST. 2024 -

Screenplay

- REPORT -



Concept 3

Target Audience: Mixed Gender (20-30)

USP: Accessible and Memorable for Writers

Colours: Pastel, 70s

Font: Serif and Sans Serif

Imagery: Abstract, Vintage

Themes: Nostalgic, Vintage, Colourful

This brand encapsulates a captivating sense of nostalgia, invoking a bygone era through its theme that beautifully captures the essence of 70's patterns and colours. Setting itself apart from industry norms, this brand employs more abstract imagery, establishing a distinctive visual identity that not only stands out but also conveys a nuanced sense of expertise within the field.

The utilisation of more abstract imagery not only serves as a visual differentiator but also suggests a depth of knowledge and mastery within the industry. By deviating from the conventional, this brand communicates an innovative and avant-garde perspective, signalling to its audience that it possesses an understanding of design trends and a willingness to push creative boundaries.

This distinctive blend of nostalgic themes and abstract imagery not only captures attention but also implies a level of sophistication and expertise. It becomes a visual testament to the brand's ability to navigate the industry with a unique flair, offering customers an experience that is visually stimulating.



Final Concept

BRANDING

This final concept was changes I had discussed with the client from the three options to create the final brand



