

Graphic Design

PORTFOLIO PRESENTATION

Content



BRIEF

MISSION

AUDIENCE

DEVELOPMENT

CREATION

FEEDBACK



Brief

The project brief I was tasked with involved creating a visually captivating Mailchimp campaign of 4 designs, tailored specifically to engage the company's subscribers and effectively promote its exclusive Black Friday offer. The challenge was to creatively showcase the value proposition of the Black Friday deal while maintaining brand consistency and delivering a seamless user experience across all platforms.



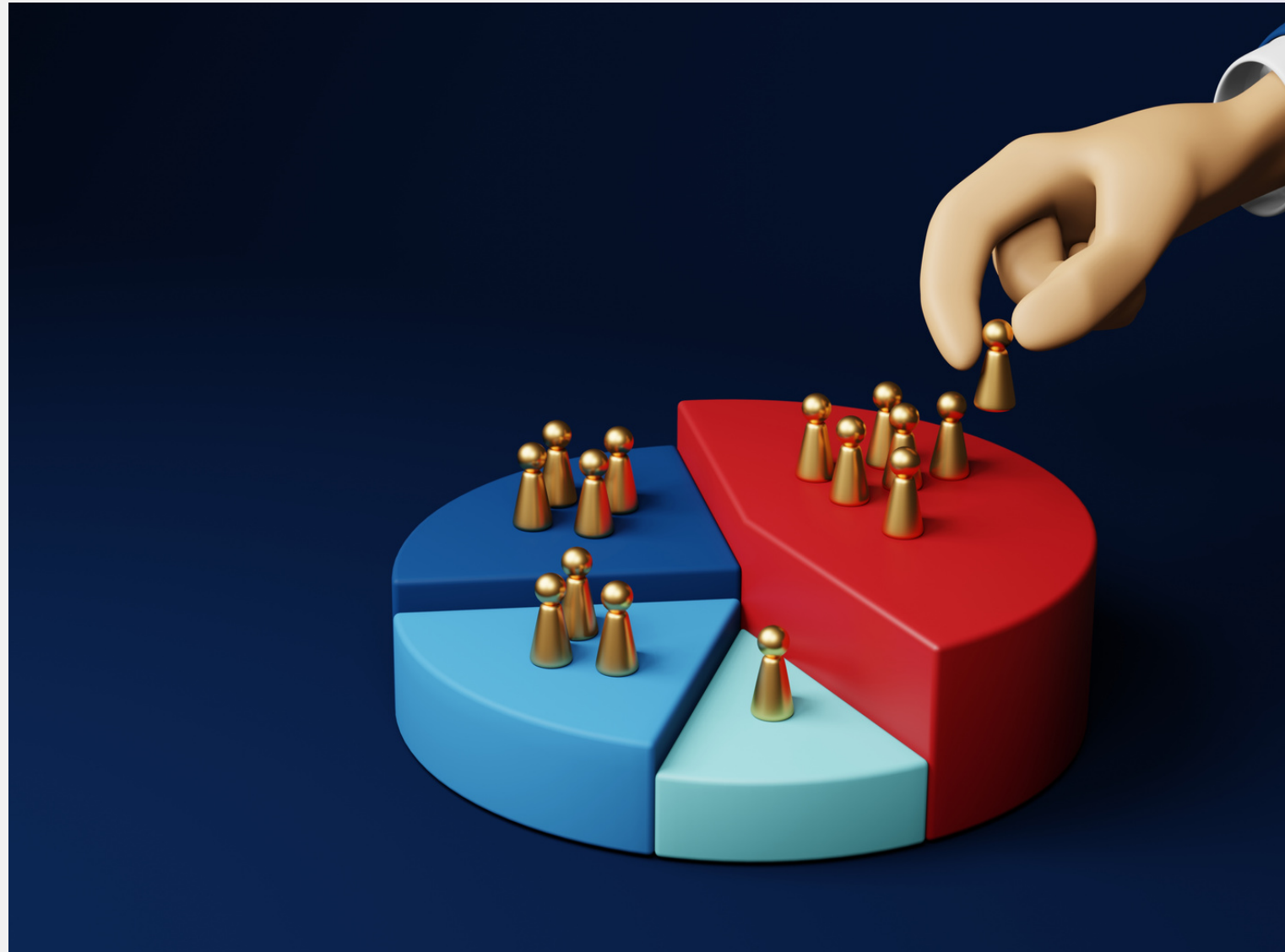
Mission

My mission for this design was to captivate the existing audience and ultimately boost website traffic through the Mailchimp platform. Additionally, the objective was to drive a surge in sales during the Black Friday period. By leveraging persuasive design elements and targeted messaging, the aim was to create an immersive experience that resonated with the audience, prompting them to eagerly participate in the Black Friday offerings and contribute to the overall success of the promotional event.



Audience

The companies current target audience is people who are looking for affordable alternatives to buying brand new electronic devices. This could include students, young professionals, or individuals on a tight budget. The objective is to tailor the messaging and offerings to resonate with this audience segment, emphasising the value proposition of affordable yet reliable electronic options.





Development

For this design I had to take into consideration the website design and brand guidelines. This includes colours, fonts and website features that may be relevant to the design.

For example I included some of the websites shop items in the mailchimp as a quick link to buy some of the best sellers. This would increase engagement because it allows the user to go straight to the device they want from the mailchimp.



Development

I made sure to use the correct hex codes for the design and fonts keeping a consistent brand across platforms. I also used the imagery from the site of the products. I had to make sure I was using imagery of the products on sale and not any products that weren't in sale as I didn't want to falsely advertise. I also kept in mind the tone of voice that the website content used to stay consistent in the Mailchimp content. For this company the tone of voice has to come across as professional, reliable, and knowledgeable.



Development

I also had to appeal to the target audience. as the majority of their customers are young adults on a budget or families it had to be quite youthful and tech savy but still showcase the professional appearance of the website. i relied heavily on the websites current design when designing the mailchimp as it was important for the design to be familiar and easily identified with the site and brand.

Creation

5% OFF iPhone 11
Pre-Black Friday offer
[Take A Look](#)

Budget-Friendly Deals
We also have a great range of deals to suit all budgets in the marketplace so feel free to shop by our site.

Black Friday Sale

5% OFF iPhone 12

10% OFF IPHONE SE

Shop Our Best Sellers

SALE iPhone 13 White - 256GB - Like New £539.99	SALE iPhone 14 Pro Space Black 128GB - Like New £849.99	SALE iPhone 14 Blue 128GB - Like New £644.99
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MacBook Pro 13"
Silver 256GB - Like New
£700.00

Shop Our Full Range

5% OFF IPHONE 13

PRE-BLACK FRIDAY OFFER
Limited Time Offer
[Take A Look](#)

Pre-Black Friday Sale

Bargain Hunter!

10% OFF LAPTOPS
Click to grab your NOW, tomorrow is a new day with a heap of new deals.

Shop Our Best Sellers

SALE iPhone 13 White - 256GB - Like New £539.99	SALE iPhone 14 Pro Space Black 128GB - Like New £849.99	SALE iPhone 14 Blue 128GB - Like New £644.99
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10% OFF TABLETS
Pre-Black Friday offer

SAMSUNG **Apple** **Motorola** **Lenovo**

10% OFF MOTOROLA

10% OFF SAMSUNG

PRE-BLACK FRIDAY OFFER

5% OFF IPHONE 14 PRO/PRO MAX

ATTENTION! Don't Miss Out!

5% OFF iPhone 14
Pre-Black Friday offer
[Take A Look](#)

Shop Our Best Sellers

SALE iPhone 13 White - 256GB - Like New £539.99	SALE iPhone 14 Pro Space Black 128GB - Like New £849.99	SALE iPhone 14 Blue 128GB - Like New £644.99
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MacBook Pro 13"
Silver 256GB - Like New
£700.00

Shop Our Full Range

Follow Us!
Keep An Eye Out For Our Limited Offers And Stay Up To Date

5% OFF ANDROID
Pre-Black Friday offer
[Take A Look](#)

Note 10 Lite

Pre-Black Friday Sale

Shop Our Best Sellers

SALE iPhone 13 White - 256GB - Like New £539.99	SALE iPhone 14 Pro Space Black 128GB - Like New £849.99	SALE iPhone 14 Blue 128GB - Like New £644.99
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MacBook Pro 13"
Silver 256GB - Like New
£700.00

Shop Our Full Range

10% OFF LENOVO LAPTOPS
Click to grab your NOW, tomorrow is a new day with a heap of new deals.



Feedback

I got feedback from the client for the designs as I needed them approved before they went live. This is what the client had to say:

“I really like the look of this Black Friday email design. It feels modern and polished, which is great for grabbing attention. The colours and fonts work well together, making everything easy to read and navigate. I think it's a great approach.”