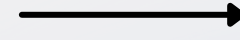


# Social Media Campaign

PORTFOLIO PRESENTATION

# Content



BRIEF

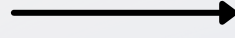
MISSION

AUDIENCE

DEVELOPMENT

CREATION

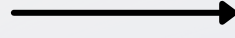
FEEDBACK



# Brief

My brief for this project was to create a social media campaign to promote the clients monthly offer. It had to stay within the companies brand guidelines and previous social posts while also appealing to their target audience. I needed to create 9 social posts in total along with a facebook banner and mailchimp design. I had a day to complete the project.





# Mission

The mission of the campaign was to increase sales and website traffic through social media. My aim was to create a visually appealing campaign that resonates with the audience and is familiar to their previous posts. It was important for me to make sure that the brand was easily recognisable through their posts.





# Audience

The companies target audience is quite broad. It mainly targets individuals who are need of a quick and cheap repair service for their mobile devices. The target age range would be mostly for anyone 18 +.





# Development

When designing this campaign I made sure to use the companies brand guidelines in regards to colours, fonts and tone of voice. It is important to keep these consistent throughout any branding or campaigns as you want the audience to easily recognise the brand and continue to resonate with them.

To keep familiarity I used some of the graphics from the website and previous social posts to create small links to each-other.





# Development

I designed the campaign using adobe illustrator and canva. I would use canva for the social posts as it offers lots of template options and i was on a short timeframe for the campaign. I then used illustrator for the banner and mailchimp design. When using canva I would search for urban post templates as these offered options that fit into the brands theme. i would then alter the text, font and colours to the correct ones and add in some seperate graphics using the elements section.





# Development

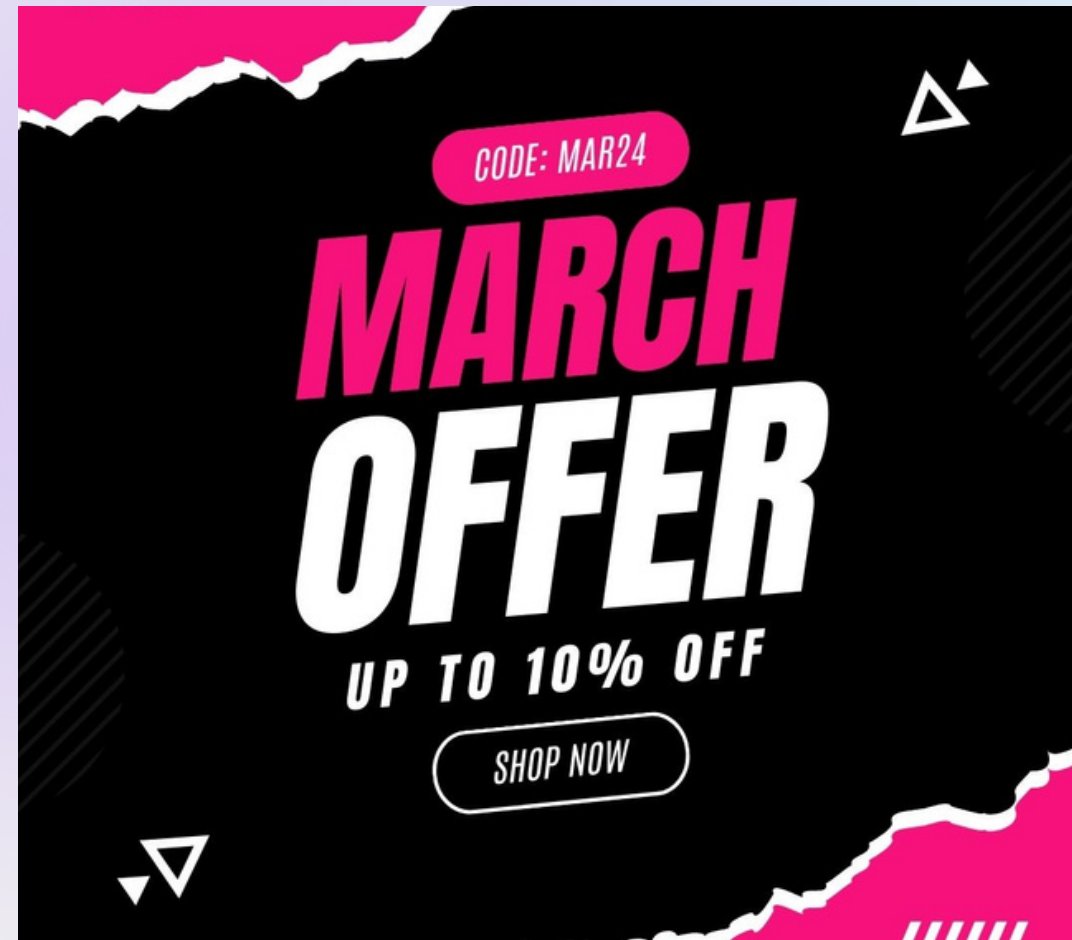
When designing the banner and mailchimp I would take a lot of elements from what I had used for the social posts however I would also use templates from freepik and combine them together. I use multiple tools in illustrator such as the shapes tool, type tool, file > place. I would place in my imagery and icons that I would download from freepik or shutterstock. Once I am finished with the designs it goes through an internal check with our head of design before I send the campaign over to the client.





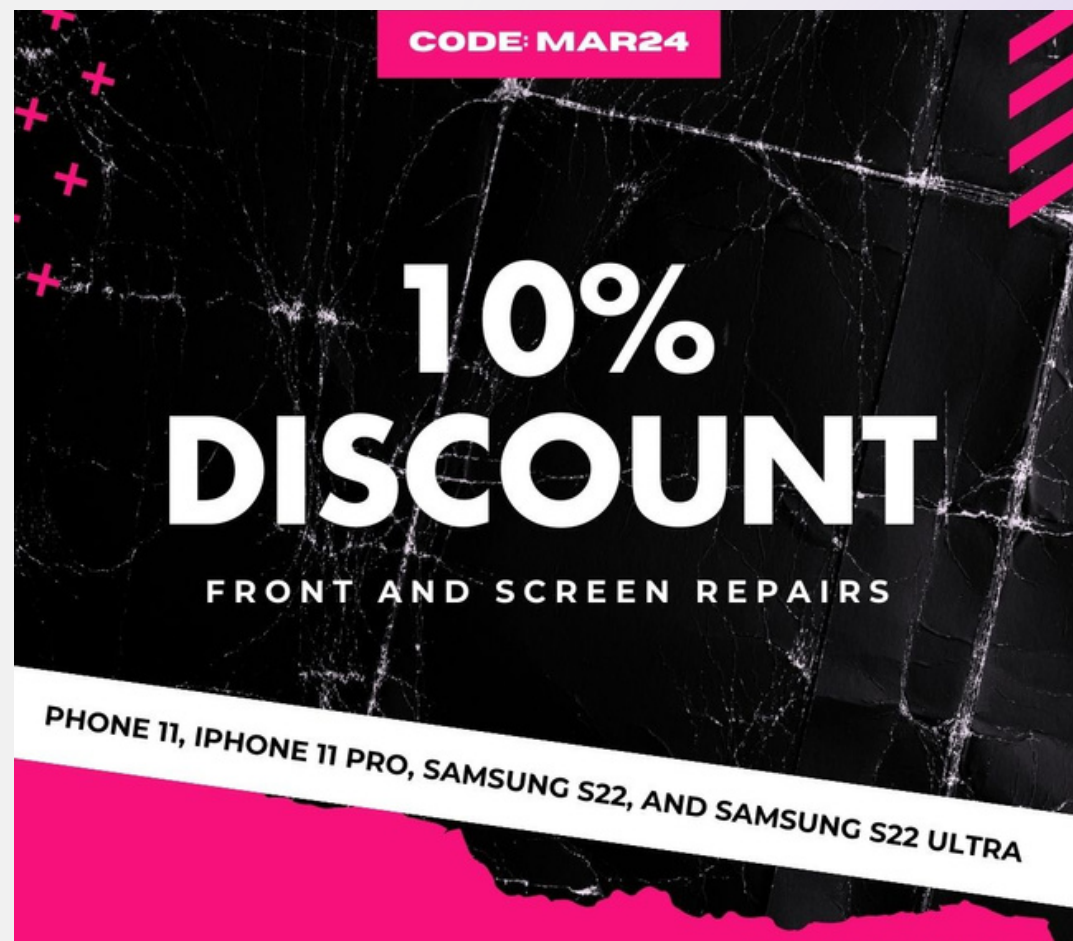


# Creation



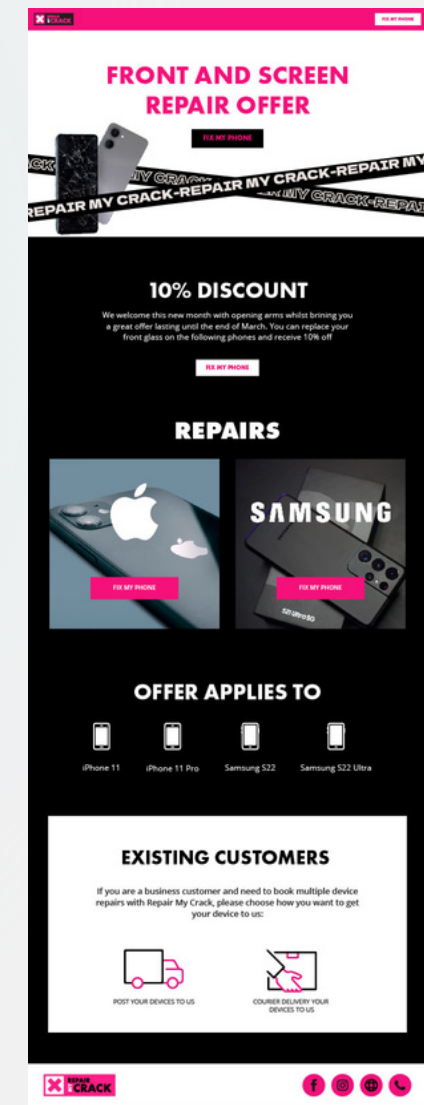
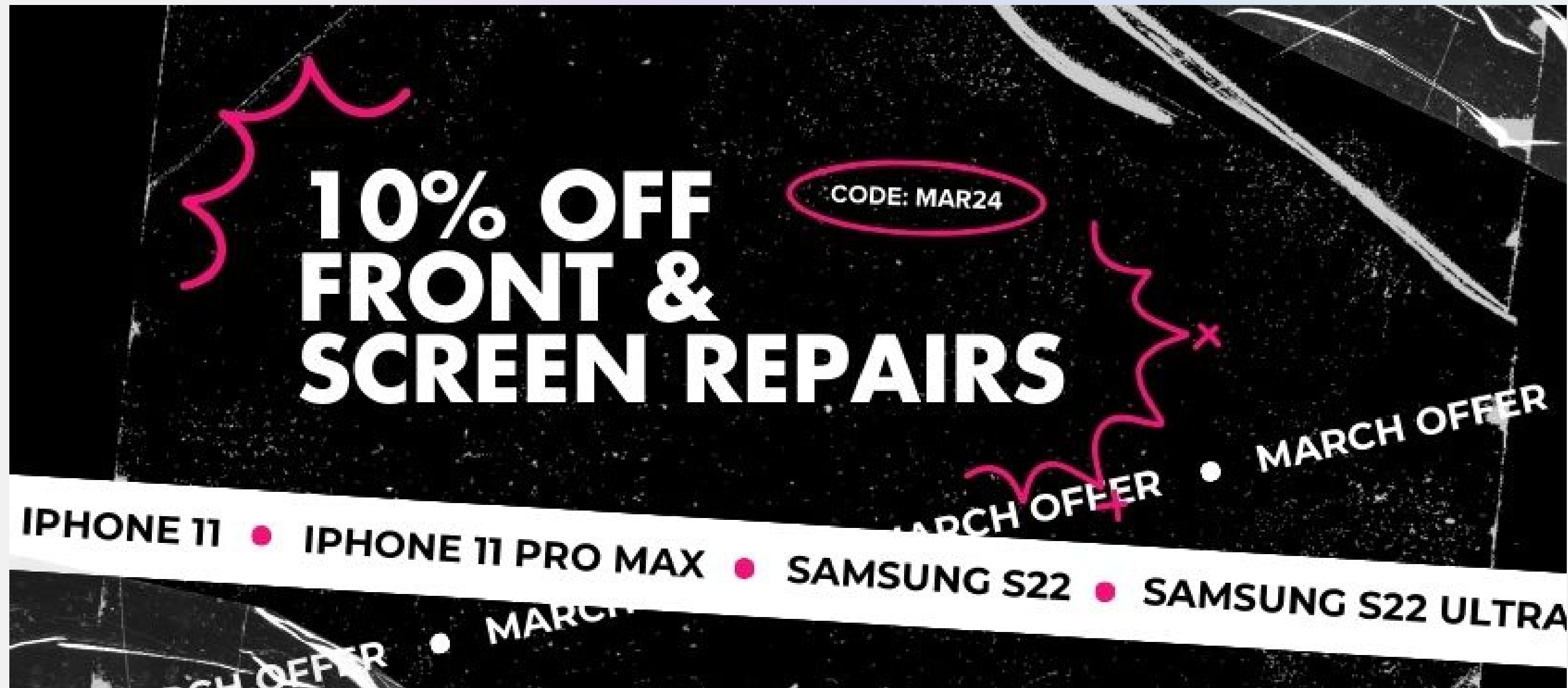


# Creation





# Creation





# Feedback

Feedback I received from the client was positive and overall the campaign was successful.

“The creative content you shared across various platforms was great! Thanks to your efforts, your creativity, professionalism, and attention to detail have undoubtedly set a high standard for future campaigns, I look forward to seeing more in the future.”

