

**03**

The studio is small and boutique, we take on new clients very rarely, creating a community for our aesthetic friendly family and friends.

**A+**

We are a creative, innovative and user-friendly solution for an online educational system.



## ABOUT THE PROJECT

THE SEARCH FOR YOUNG INTERIOR DESIGNERS THAT WOULD BE  
THE NEW HANDS AND FACES OF NEON DYE INC.



# TIMELINE



MARCH 12-20, 2020

ADVERTISEMENTS &  
CAMPAIGNS

MARCH 30, 3030

SHORTLISTED TO 20  
CANDIDATES

# what works best?

## 1. FOCUS ON YOUR CUSTOMERS

Build your marketing strategy around your customers.

## 2. BUILD YOUR BRAND'S STORY

Storytelling is one of the most powerful marketing tools.

## 3. UTILIZE CONTENT MARKETING

Through creating quality content, you build customer trust.

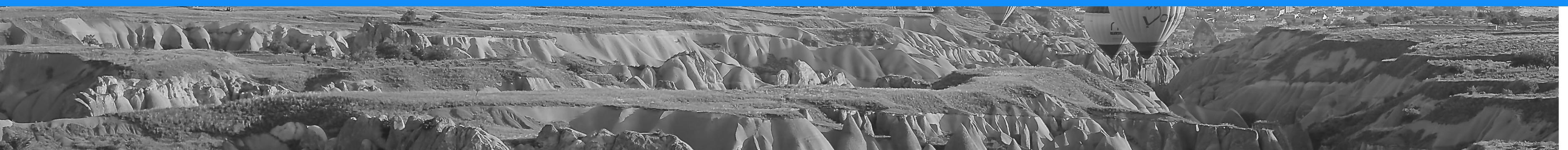
## 4. GET YOUR BUSINESS FOUND USING SEO

Search engines can connect you to new and relevant audiences.

# Target Audience

## WHAT IS YOUR TARGET AUDIENCE

Market segmentation can be defined as the division of a market into its select groups, based on a variety of factors such as needs, characteristics and behaviours, so that the application of the marketing mix can be appropriate to the individual.



# OUR TARGET AUDIENCES



TRAVELERS



COMMUTERS



WORKERS

# 88%

the action or activity of gathering information about consumers' needs and preferences.

# 35%

the action or activity of gathering information about consumers' needs and preferences.

# WHO WE ARE

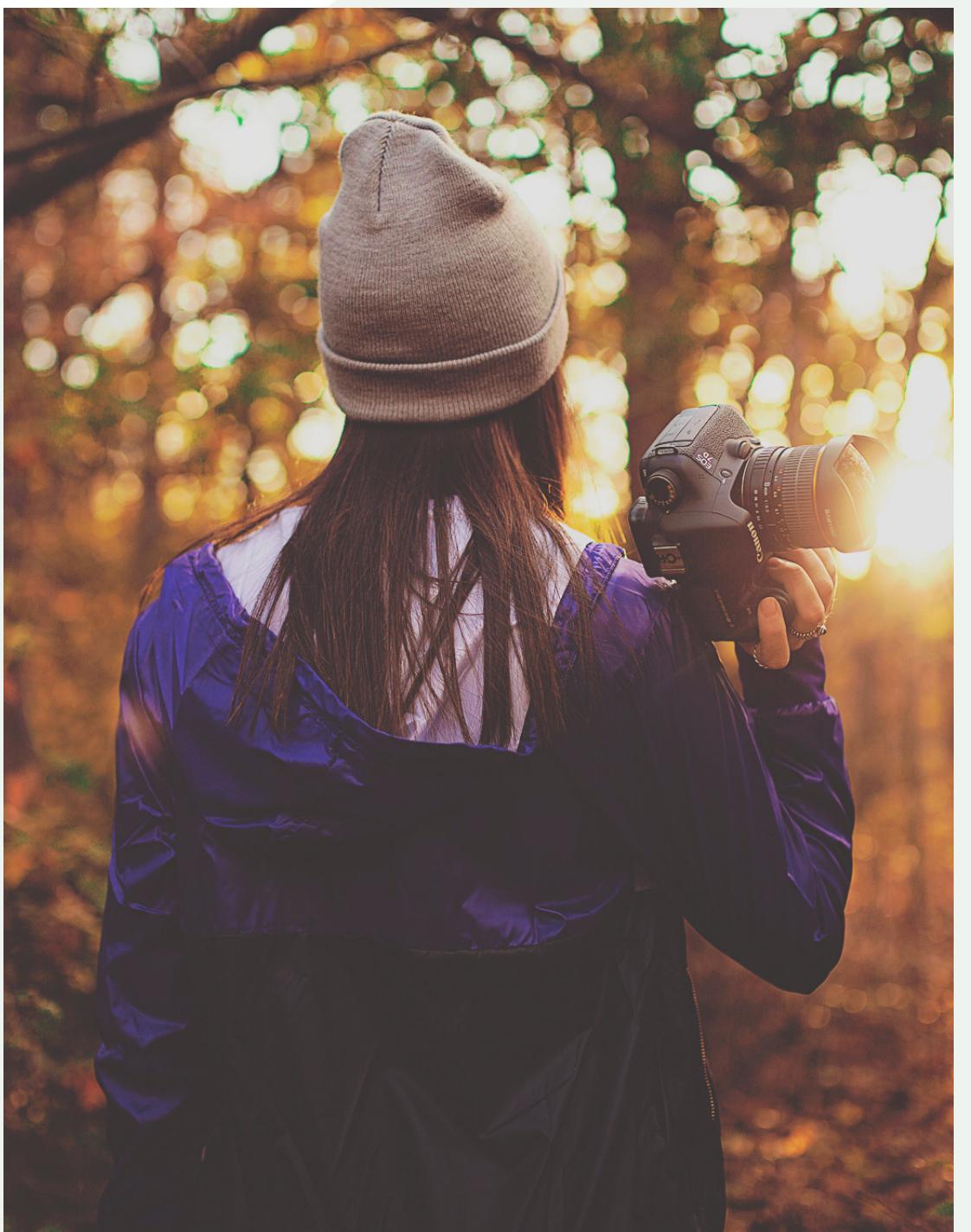
*We are a high-energy, San Diego design firm offering architecture, interior design, planning, and sustainability services to a diverse group of clients.*

Since 1990, our firm has developed expertise in commercial, educational, corporate, healthcare, and civic projects - each with a philosophy of sustainability woven into them.

## TARGET MARKET

We want to increase the number of visitors by targeting younger people (ages 25 and below).

25  
AND  
BELOW



Start online ads  
(run until March)

Invite journalists  
and bloggers

Run Print Ads

JAN

FEB

MAR

## TIMELINE

Invite journalists and bloggers to visit and write about the resort.  
Place ads in magazines and newspapers.