About:

The Jakpa Diary is a UK-based Podcast brand that talks about the immigration of people from their birth country to abroad most especially Nigerians.

Tasks:

Rebranding: This involves the creation of a new logo to represent the face or symbol of the podcast, and the creation of a color palate for the brand to help boost the brand's personality and promote brand awareness.

Video Editing: Before now, the podcast mainly produces audio for her audience. I was assigned the tasks of creating engaging videos for YouTube and also short reel videos for other social media platforms (Instagram)

Procedure:

I start by having a discovery session with my client, where we discuss the brand's purpose, vision, mission, pain point, competitors, and target audience.

Then, I did a competitive analysis on some of their competitor (Japa Diaries, African dot American)

The information from the discovery session and competitive audit are then used to create a new logo and combination of colors to create a brand kit.

This brand kit serves as a guide and boundary for the creation of visual designs and assets for the brand, some of which are, social media banners, flyer design, Video intro, and outro.

Result:

* Increase in brand awareness leading to 1000 new subscribers on YouTube within three months.
* Placing a mark on the first thought on the customer’s mind
* Increase in the number of view hours on YouTube
* **Brand acquisition through referrals and recommendations**