



Asfalto Ascari Marketing
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MAR 2020

MARKETING AND DESIGN SOLUTIONS

A United Brand Architecture

CHI'S NAIL STUDIO

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For Third Party Use

Social Media Editorial Press External Comms

Project Manager

Antoan Phu

To be completed by the 1st of March

Target Market Research : Nail Salon

I've created a three step process for creating evaluations that directly contribute towards the development of the specification.
This process loosely follows the framework of the ISO 20252 Specification as a general help for the structure.

STEP ONE

Reasoning

The REASONING stage investigates how a question can be formed to influence the design of the product.

Within the reasoning it should consider a hypothesis of how results may affect the design. For example,

A multiple choice question was asked to the target market to pick which fruit they found easiest to pick and eat,

If banana is picked then the specification should adapt to form a banana if possible, or at least incorporate other features on the banana such as the texture of the banana skin.

STEP TWO

Isolation

The ISOLATION stage (also known as conditioning) looks at the responses on a quantitative basis and creates comparisons against the target market criteria.

For example it may be stated in the market criteria that the product should be yellow. In this case only responses from banana or other yellow fruits such as lemon should be considered in the application, this is known as market isolation.

Other responses concerning other coloured fruit such as red apples should be discarded as it is not the target market focus.

When a response is isolated, it is even more valuable to consider the other responses created to other questions as this has a direct impact on application.

STEP THREE

Application

The APPLICATION stage applies the responses on a qualitative and quantitative basis by examining the popularity of a response.

For example, in the question that examines the popularity between different fruits, results show that bananas have a popularity of 60% and lemons have a popularity of 40%.

Bananas and Lemons both score the highest out of 15 fruits.

It is inappropriate to interpret this result and make a application directly attached to the result of the banana (hence therefore creating a banana-like form to the product).

It may be more suitable to consider both results and apply both effects proportionally.

In the case of the example, the product can be created in the form of a banana and incorporate the skin-texture of a lemon throughout the shell.

DEFINITIVE TARGET MARKET

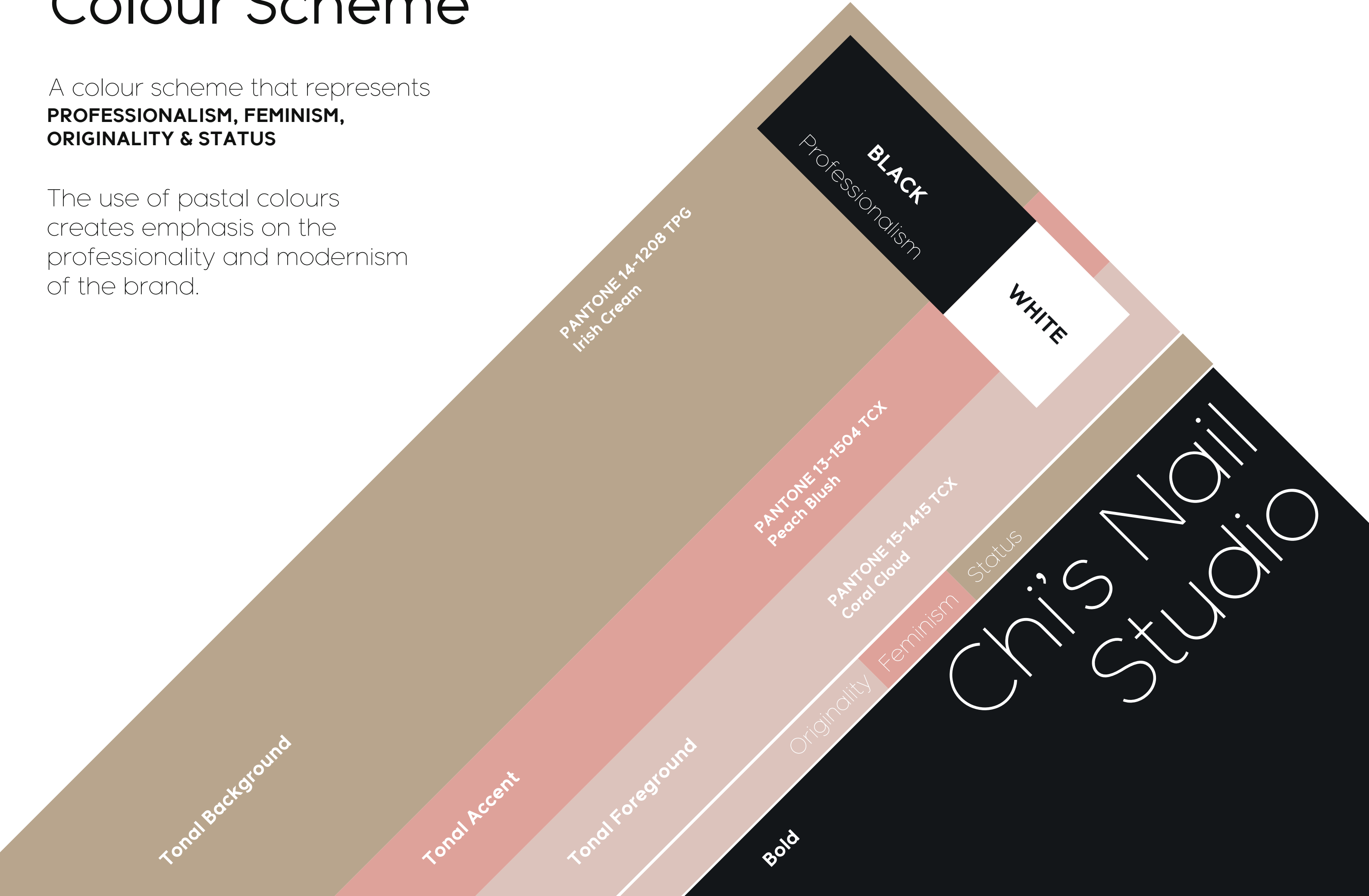
DEMOGRAPHICS		CATEGORY	
Age	20 - 60	Type	Fashion Conscious Formal Adults
Gender	Female	Description	Interested in the latest fashions and in wearing fashionable clothes, follows trends as a result, new technologies and brands.

I aim to develop a professional brand architecture for Chi's Nails. Incorporating a stylistic, professional and rich element to her studio.

Colour Scheme

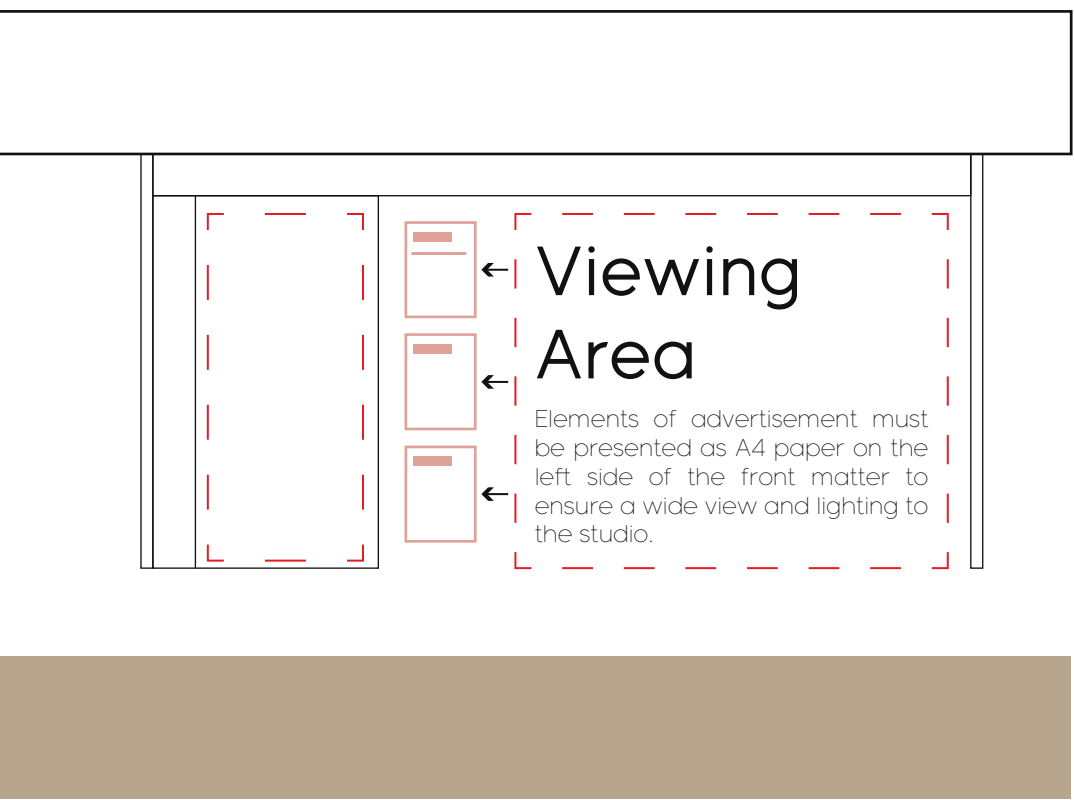
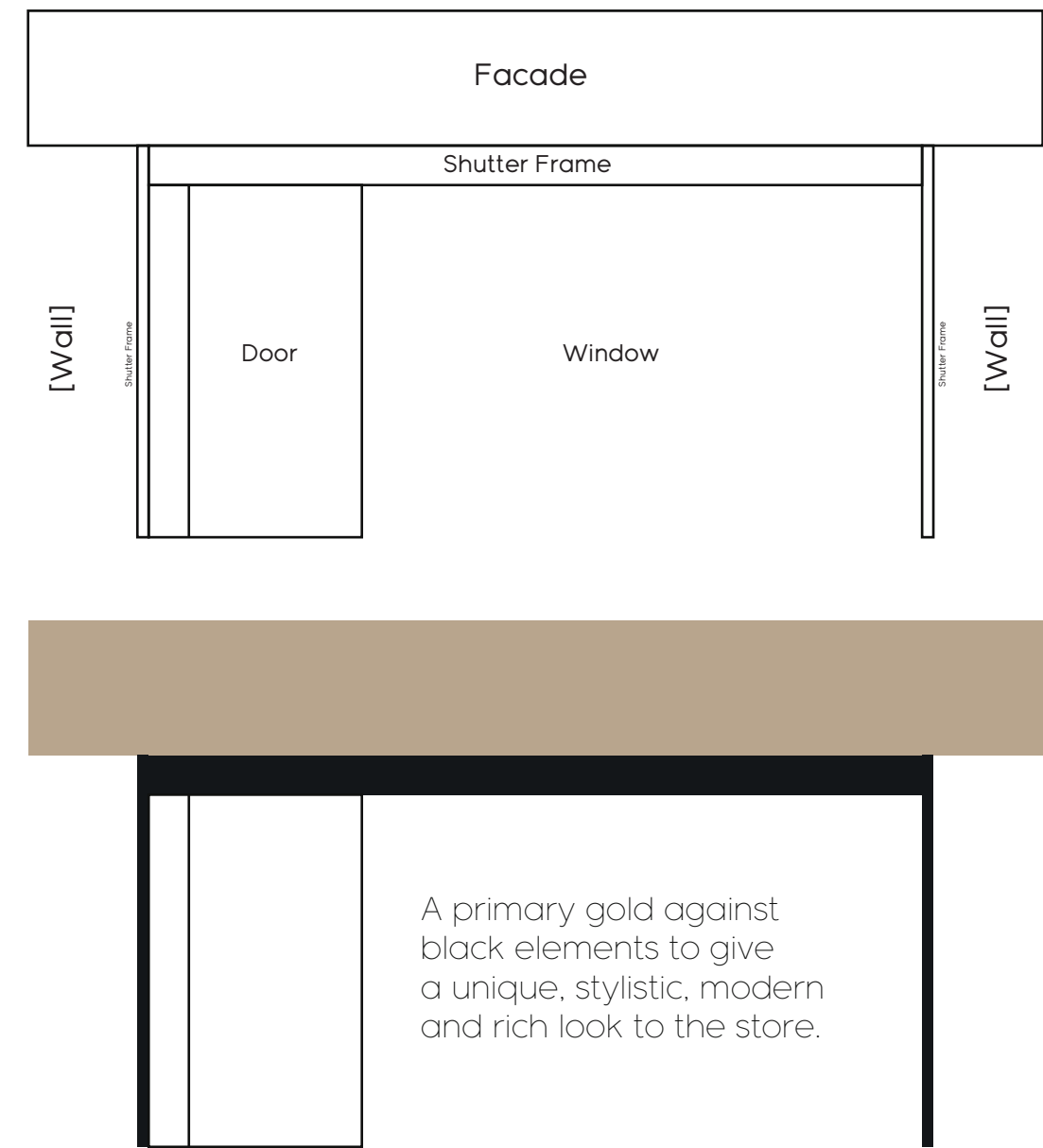
A colour scheme that represents
**PROFESSIONALISM, FEMINISM,
ORIGINALITY & STATUS**

The use of pastel colours
creates emphasis on the
professionality and modernism
of the brand.



Store Impression

160a Bebington Road
"Chi's Nail Studio" is easily searchable online.
NO CLUTTER, NO STORE INFORMATION, NO PHONE NUMBER, NO EMAIL.
Walls should be left in their organic material (brick)



The Logotype

We grant the licensing for this brand to use the Asfalto Meticula font.



Asfalto Meticula Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(:,;~!?'&%<>)

Paragraphing

Asfalto Meticula Light
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Asfalto Meticula Extra Light
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Asfalto Meticula Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Headings

Asfalto Meticula Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumped over the lazy dog.

WE ARE
ASFALTO
ASCARI

Asfalto Meticula Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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