

Portfolio

Clara-Adriana Fitzgerald

A hard-working, imaginative communicator with an eagerness to create opportunities. An enthusiastic self-starter, who takes initiative. Is at ease with lone working, or collaboratively within a group environment. Reliability is seen through task organisation and consistency. Obsessed with social media and learning about the ever-changing fundamentals of content and marketing. Driven by the knowledge and success of mentors, with a personal manifesto of 'choice' (Curiosity, honesty, open, imagination, courage and explore).

Contents:

- Diversifying Heinz Into The Wellness Space.
- Connecting TSPTR to a New Audience Using Emotive Photography.
- Castle Rock Brewery X Wigflex Bespoke Beer Range.

Contact:

Clara_adriana@icloud.com

https://www.instagram.com/clarafitz_fcp?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw==

<https://readymag.website/4622069>



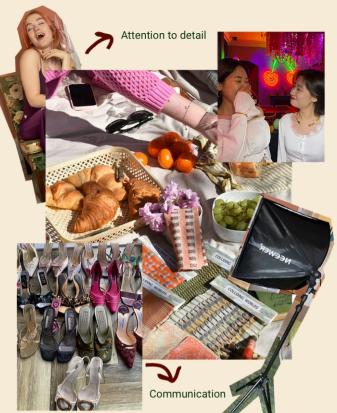
FOTU.LDN

Event planning
Social media
Journalism



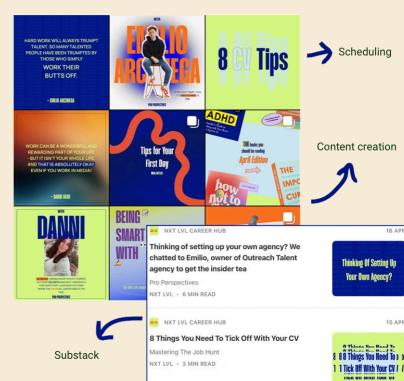
Oxford Fashion Studio (Twice!)

Event planning
Organisation
Space management



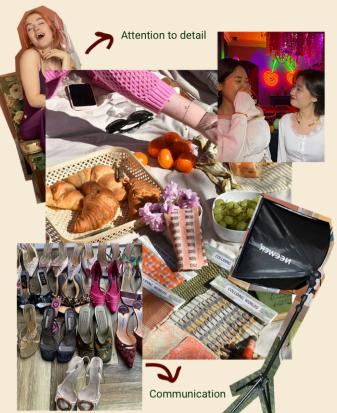
Dainty Thrills

Attention to detail
Communication



NXT LVL Careers

Scheduling
Content creation
Substack
Content creation
Social media
Journalism



Collaboration

Attention to detail
Communication

About me, passion projects

Diversifying Heinz Into The Wellness Space

Project Aim

To generate innovative ideas that push the boundaries of industry standards. The ultimate goal is to create tangible outcomes that resonate with the target audience and effectively communicate the message.

Project approach

Problem: People are craving distinctive wellness products, how might we challenge the innovation of traditional wellness to improve authenticity?

Idea: Eradicating the mundanities of daily activities to create an exciting ambience.

Project result

Solution: To take a mainstream brand and diversifying it into a wellness product to introduce it to a new market.

"The problems identified and the areas of opportunity is spot on with what we're looking at currently. We are exploring how we can leverage health a bit more." - Brand Manager at Heinz UK, Alistair.

Skills

Critical thinking, consumer deep-dive, dissecting brand research.



Heinz Wellness Beanz final product

Project research

Brands need to regain the trust of consumers and take back their control in marketing that's more enjoyable and organic.

Given the market trends I explored (fungi, nocturnal living, meta-spirituality), it's obvious that it's all about the individual's connection to the spiritual world, the communities that rely upon cooperation, and that evolution is based on the concept of natural benefit.

Research introduction



Mushroom case study - SuperMush



Ideation process

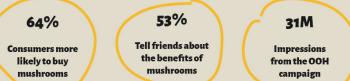


why mushrooms?

Referring to my previous insights, only one remains relevant to the changes of my project, being that 'brands need to regain the trust of consumers and take back their control in marketing that's more enjoyable and organic.' (Fitzgerald, 2023, see appendix page 20).

Given the market trends I have explored, it's obvious that it's all about the individual's connection to the spiritual world, the communities that rely upon cooperation, and that evolution is based on the concept of natural benefit. (Stamets, 2019).

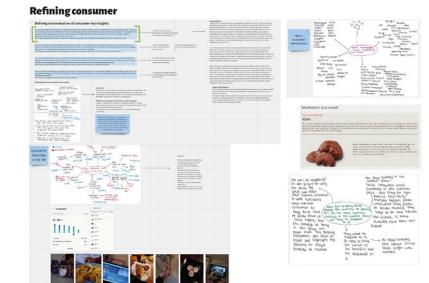
From the 'Get Your Vit Hit with Mushrooms' 2022 campaign: (JAA Media, 2022).



Successful mushroom wellness campaign research



Fig. 6. "Mushroom collage." Fitzgerald, 2024



Idea refining

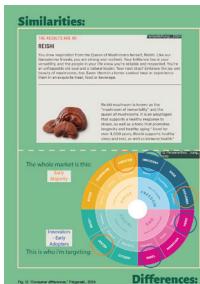


Behind the scenes - ideation research

Project strategy, idea and creative concept development

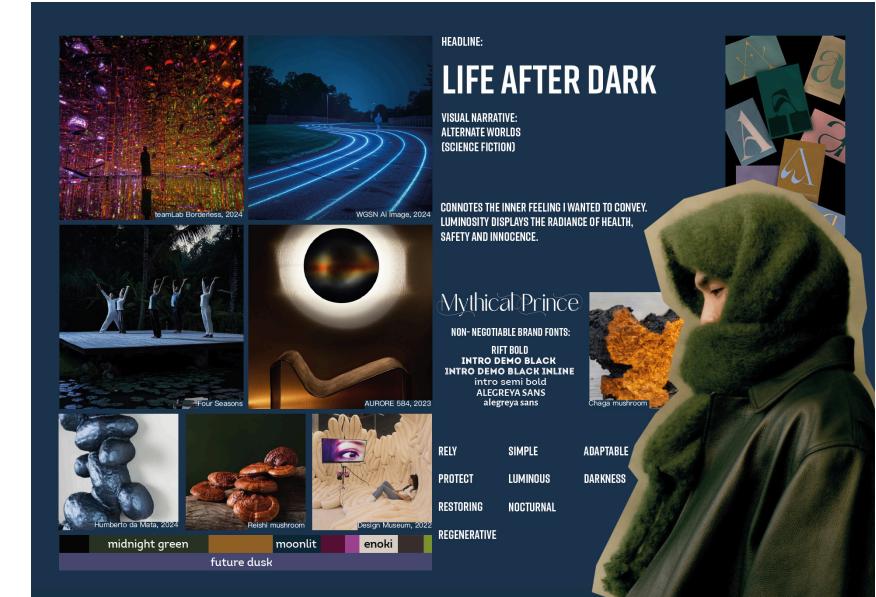
Concept: My final concept takes key inspiration from nocturnal living, where more of life happens after dark. It connotes the power, safety, and innocence. It signifies the exploration of the night owl, the relaxation it brings to see the world in an alternative perspective. This concept captures the nightly routine of my primary consumer, needing calmness to get them through the student stresses.

Consumers 1 and 2 - media diary



Consumer touchpoints strategy

Chosen concept



Brand strategy



Visual experimentation for concepts

Project outcome and results

Vox pop: The aim is to establish a snapshot view of what the target consumer thinks about the NPD. This is an engaging way to reach them on media channels.

Brand collaboration with AromaWorks: As the release of the NPD is during exam season, my target consumer buys more wellness products when they're under pressure, when they buy an AromaWorks candle, they download a free Heinz voucher. This way, the brand identity is being expressed through this space to increase awareness before going out on the shelves.

NPD: To stand out in the wellness market against competitors through design, whilst maintaining appropriateness and expected product features of Heinz for the consumers' needs.

Vox pop outcome

Final solutions developed:

Objective:
The aim is to establish a snapshot view of what the target consumer thinks about the NPD. This is an engaging way to reach them on media channels.

Response:
Media channels used to influence my target audience will be Instagram reels, stories, and TikTok. A vox pop will convert the audience to find out more, the next steps. (see appendix page 49, 52).

Measured:
Achievement will be shown through google searches, social engagement, and integration of media activities as it progresses, such as referring to other sites.

Below the line

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Brand collaboration outcome

Visual merchandising - retail display, brand collaboration with AromaWorks:

Objective:
At the release of the NPD is during exam season, my target consumer buys more wellness products when they're under pressure. The approach is to have a collaboration with AromaWorks candles, they download a free Heinz voucher. This way, the brand identity is being expressed through this space to increase awareness before going out on the shelves.

Response:
The user will affect their purchase decisions when buying their latest wellness product to get them through the exam season. This collaboration presents a story to the target audience for emotional impact.

Measured:
Achievement will be shown through voucher downloads, followed by Heinz sales once released, as well as AromaWorks sales. (see appendix page 49 - 51).

Fig. 42: Purchase., 2024

Fig. 43: Purchase., 2024

Fig. 44: Purchase., 2024

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Above the line

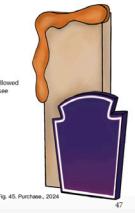


Fig. 45: Purchase., 2024

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Connecting TS PTR to a New Audience Using Emotive Photography

Project Aim

To create a visually compelling zine publication that explores the concept of 'looking in the ditch', using the clothing brand TS PTR's AW22 collection 'Homegrown' and counterculture movements as the inspiration.

Project approach

'Ted' is a zine that originally comes from family research and WWI heirlooms, to visualise depth and meaning to form a sense of empathy through visual codes. Its main focus is distressed leather, relating this to the brands core values. It's printed onto Japanese Takeo paper to give the images texture, along with an A3 beakbook with poetry to go with the object.

Project result

"A beautiful and sensitively produced zine! All of the test prints and design tweaks have paid off. Clear consideration for your audience is shown through careful edits to the font use and colour saturation." - Summative feedback.

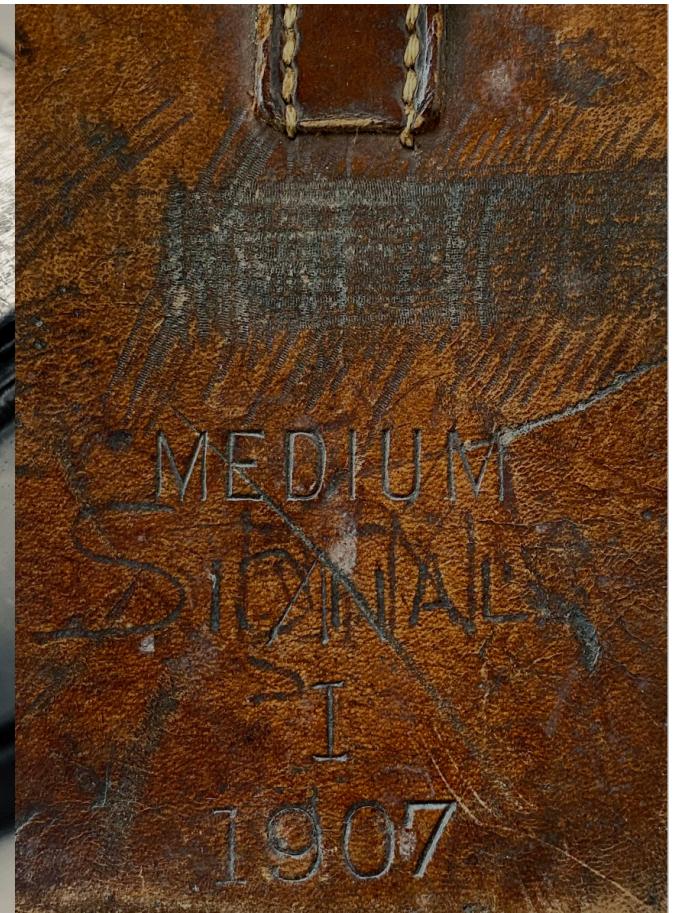
I'm grateful to have won 'best visuals' awarded by the founder, Russ Gator, and my tutors.

Skills

Dissecting research, insight development, composition



Inside pages of the zine 'Ted'

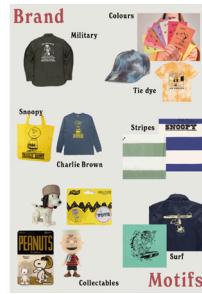
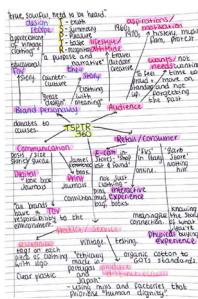


Project research

I reflected on what 'Homegrown' meant to me, exploring this in-depth and capturing homegrown moments in public. I developed brand research and my understanding connected very easily. I had a personal connection to the brand. I had a story to tell, having grown up in the Military for 19yrs. But it doesn't stop nor start there.

I decided to explore this further and present my interpretation of 'looking in the ditch' through visualising depth and meaning to form a sense of empathy through visual descriptions.

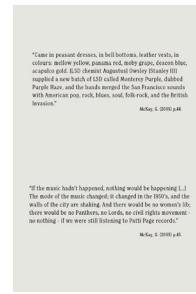
Brand research



Brand research



Breanch research and consumer

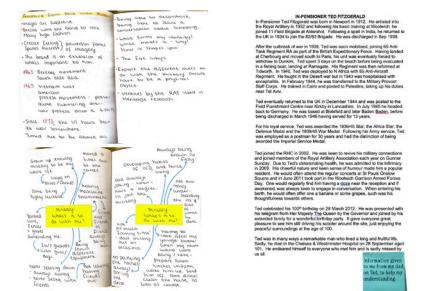
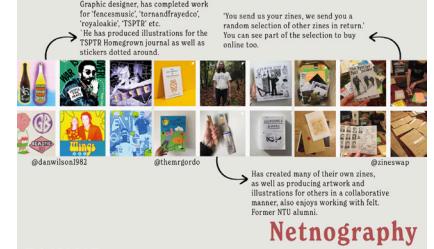


Brand



Brand research

Profile



What's Military to do with me?

Project strategy, idea and creative concept development

Concept: My final concept has an unusual quality - being it's backstory. The originality comes from family research. The impact comes from the response to the images; thoughts, feelings, behavioural. The target is to gain something from the reader.

Why should they care? It may encourage them to learn about their family history. To be respectful towards items, others' items, people and environment.

Topic exploration



Visual experimentation

Chosen concept with development

Decaying

Targets identified zine consumer.
Portrays time and ageing effectively through antiques.
Interest in materials are a key factor in the zine, zine consumer and TSPTR consumer.
Audience will be able to see a story merging from important visuals.
TSPTR all started from vintage denim.

People may not be interested in photography or be able to connect with just imagery.
May be seen as sad: people may want to avoid.
Misunderstanding.
People may think it's all about the death of Ted, it's not, it's about forming emotive connection through extremely old materials and visualizing what they've been through.

W

May be similar zines that focus primarily on materials, details, close-ups, importance.

People may not be able to emotionally connect with just old objects, people tend to connect better when they see people, faces to connect to the narrative.

The zine could potentially carry or be turned into a look book for TSPTR.



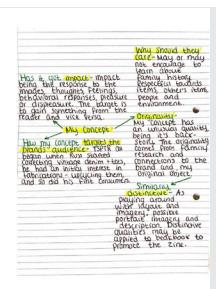
Pallette



Consumer profile



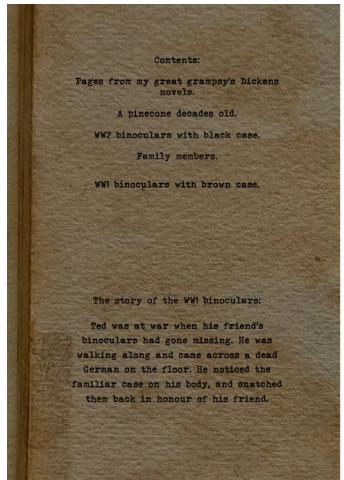
Chosen concept with annotation



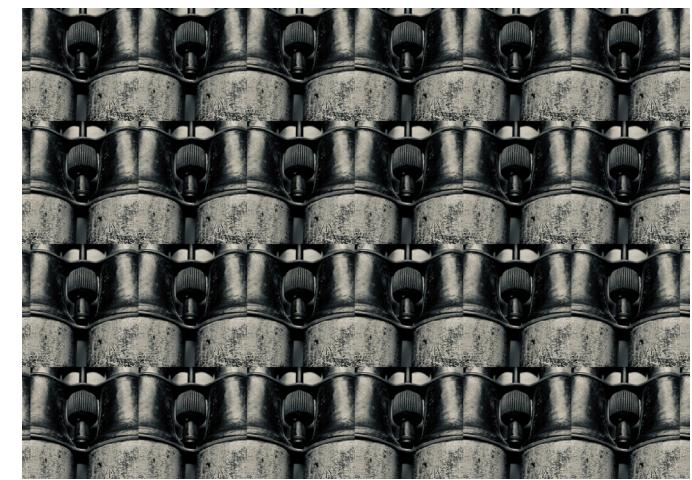
Project outcome and results

'Ted' zine and poetry book: The aim is about forming emotive connection through extremely old materials and visualizing what they've been through. To hopefully pull-in the reader and have them completely immersed in the environment that I portray.

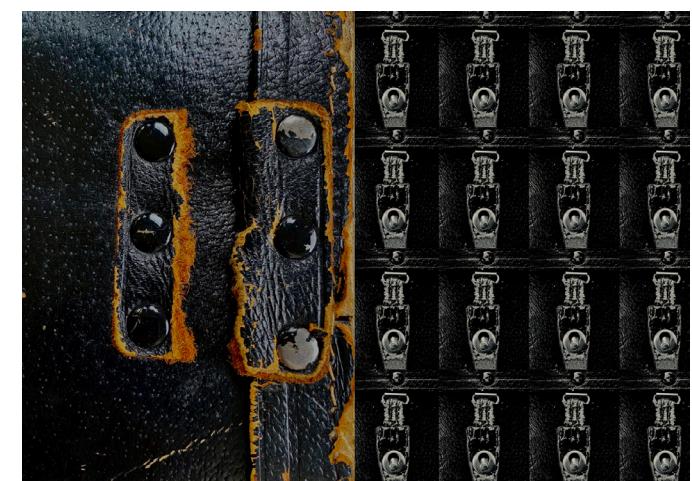
Introduction to the zine 'Ted'



Inside pages of the zine 'Ted'



Inside pages of the zine 'Ted'



Inside pages of the zine 'Ted'

Castle Rock Brewery X Wigflex Bespoke Beer Range

Project Aim

A hypothetical collaborative project between two Nottingham businesses - Wigflex and Castle Rock Brewery, to create their own range of bespoke beers. Whether you drink it or not, beer plays a huge role in societies, cultures and even religions across the world. The industry is a fascinating example of how trends rise, move and evolve.

Project approach

Our concept of each drink representing one of the different rooms in a house party and the people you meet in those rooms, looking into 80's living rooms, 90's-00's bedrooms and 50's-60's retro kitchens was heavily inspired by Wigflex's previous installation of a 90's rave theme bedroom by artist Hollybemade.

Project result

"You've made good use of this project to boost your confidence in team working situations and risk-taking creative approaches. You've grown in confidence and attitudes to teamwork through this year and I hope you are very proud of how well you've come on." - Summative feedback.

I'm grateful that our group received a special mention at the Beer Expo event. Given by the co-founder of Wigflex, Avarni Bilan, and my tutors.

Skills

Adaptability, industry exploration, visual experimentation.



Final beer range

Project research

We began by exploring each brand, who their consumers were and finding the bridge that connects them. This gave us our golden nuggets of information that we formed into insights and weighed against throughout the project.



Introduction to project



Overall approach to project research



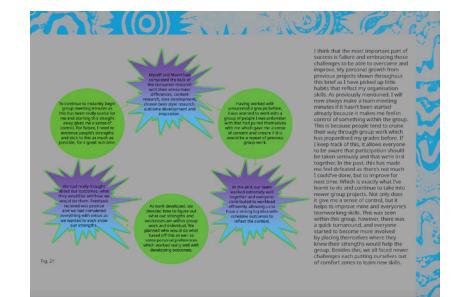
Beer tasting annotation



A collage of three images. The top left shows a hand-drawn sketch of a brain with various regions labeled. The top right shows a person sitting at a desk in a dimly lit room, looking at a computer monitor that displays a colorful, abstract interface. The bottom right shows several red cans of Red Bull energy drink arranged in a cluster.



Initial photoshoot



Project process and methods

Project strategy, idea and creative concept development

Concept: We decided to take inspiration from all concepts developed, and form a range inspired by a house party - each room inspired by the different people you'd meet at a house party.

'Kitchen Club' 50-60's retro kitchen.

'Aux Cord Warrior' 80's living room.

'Noise Complaint' 90's-00's bedroom.

Taking the idea of the range being inspired by each person you'd meet at a house party, the themes were inspired by a previous installation they had done.

Visual experimentation for labels



Visual experimentation process

Chosen concept



Initial photoshoot visual



Creative process

Project outcome and results

Beer Expo: Our display had our bespoke beer range, menus that include a 'starter, main, afters' of DJ's, DJ posters, party invites, promotional posters, and handmade coasters/beer mats

Beer Expo display



Beer Expo display

