Creative Design Problem Definition: AeroNest Travel Campaign

# 1. Brand & Campaign Overview

Industry Sector: Travel / Futuristic Air Mobility

Company Name: AeroNest

Campaign Objective: Drive app downloads and generate leads for pre-launch beta testing of our personal air mobility service

Core Brand Values:  
- Innovation  
- Freedom  
- Sustainability  
- Smart Luxury

Campaign Message:  
✨ “Skip Traffic. Fly Smart.” ✨

Target Audience:  
Demographics:  
- Age: 24–45  
- Gender: All  
- Location: Metro cities (Mumbai, Bangalore, Delhi, etc.)  
- Income: ₹10LPA and above  
  
Psychographics:  
- Urban professionals & tech-savvy commuters  
- Hate wasting time in traffic  
- Curious about future-tech  
- Active on Instagram, LinkedIn, and YouTube

Competitor Analysis:  
- Uber Air – 3D renders with sleek black aesthetic  
- Lilium Jet – Futuristic minimalist white tone, clean infographics

# 2. Creative Design Requirements

Ad Format & Platforms:  
- Instagram & TikTok: Short Reels (8-10s), Animated Carousel  
- YouTube Pre-Roll: 5-second skippable ad  
- Google Display Ads: 728x90 + 300x250  
- Email Banners: Personalized GIF header

Visual Style & Mood:  
Futuristic Minimalism with bold kinetic typography  
- Urban, Smart, Tech-Premium vibe

Color Palette:  
Primary:  
- Sky Blue (#00BFFF): Suggests freedom and air travel  
- Graphite Gray (#2C2C2C): Modern tech feel  
  
Secondary:  
- Chrome Silver (#C0C0C0): Futurism  
- Electric Lime (#CCFF00): Energy + CTA color pop

Typography:  
Headline: JetBrains Mono Bold – Technical but clean  
Body Text: Inter – Sans-serif modern, smooth readability

Key Design Elements:  
- Hero Image: Hyper-realistic render of flying pod over Mumbai skyline  
- CTA Buttons: “Book Your Sky Slot” / “Download Beta App”  
- Motion Graphics: Flying path animation, Countdown for beta sign-up access

# 3. Design Constraints & Challenges

Avoid:  
- Stocky drone images  
- Cluttered air traffic UI  
- Overuse of "sci-fi fonts" or clichés

Unique Challenge:  
- Must capture user interest in under 2.5 seconds on Instagram Reels  
- Has to look sleek in both Light & Dark Modes

# 4. Test Cases (Creative Validation)

✅ Attention Retention Test: First frame shows city skyline with “Skip Traffic” flashing in kinetic font.

✅ Mobile Responsiveness Test: CTAs large enough for thumb tap, layout adapts vertically.

✅ Cultural Adaptation Test: Colors and visual symbols tested for cultural neutrality.

✅ Conversion Test: Clear “Book Sky Slot” button with real-time slot counter.

✅ Brand Consistency Test: All visuals follow AeroNest’s visual identity guide.

# 5. Evaluation Criteria (Success Metrics)

Engagement Rate (30%): Likes, Shares, Comments, Saves

App Downloads (30%): Direct installs via campaign links

Brand Recall (15%): Survey-based feedback after 24 hours

Cross-Platform Consistency (15%): Visuals work across web, app, social media

Visual Impact (10%): Aesthetically rated via polls/A-B testing

# Final Deliverables:

✅ 3 High-Impact Ad Variants: Static carousel (Instagram), Animated reel (TikTok), Interactive banner (Google)

✅ Platform-specific Optimizations: Dark mode adaptive designs, Responsive mobile-first UI

✅ A/B Testing Report: Which CTA (“Download Now” vs. “Book Slot”) converted better