

Connecting Cultures

A Storytelling Campaign Concept

The image displays a composite of three screens illustrating the JADE DECO branding and campaign.

- Top Right Screen:** Shows a mobile phone displaying the JADE DECO website. The header "JADECO" is at the top, followed by navigation links: "The Story", "What We Do", and "Craftsman Stories". Below this is a large green banner with the text "Welcome to JADE DECO" and "Handcrafted Jade, Globally Sourced, Crafted with Care." Below the banner are several product images: a textured candle, a white ceramic vase on a wooden base, a pear-shaped candle, and a tall, smooth candle.
- Bottom Left Screen:** Shows a smartphone displaying a social media profile for "jadeeco_official". The profile picture is a yellow circle with "JADECO" inside. The stats are 143 Posts, 1,378 Followers, and 88 Following. The bio reads: "JADE DECO Shopping & Retail Nature | Design | Craftsmanship | Home Decor A jade collection of humanistic and natural lifestyle." It includes a link to "jadedeco.ca". Below the bio are buttons for "Follow", "Message", and "Contact". At the bottom are three small cards: "Connecting Cultures" (hands holding a book), "Across the World" (a globe with people), and "With Jade" (a fish).
- Bottom Center Screen:** Shows a large mobile phone displaying the campaign's main landing page. The title "The Story" is prominently displayed, followed by the subtitle "Bridging cultures across the world." Below this is a large image of two green candles.

PROBLEM SPACE

JADE DECO's current objective is to **expand into the North American market**. With existing operations being solely digital thus lacking a physical presence, this may pose challenges in the expansion due to the niche appeal of the products as well as cultural differences between the Western and Asian markets.

To address these issues, our proposal aims to design a solution that will effectively bridge the gaps JADE DECO may encounter while entering the North American market.



CASE STUDY: OBAKKI

To understand the market space, our team did a case study on a local Vancouver home décor brand, Obakki, that connects people through **slow design** and **artisan storytelling**. This approach drives the narrative by focusing on showing and telling customers a unique story behind each product - all to build more emotional connection.

Taking inspiration from Obakki's storytelling approach, we used it to help shape JADE DECO's narrative:

- Highlighting the unique cultural heritage and craftsmanship of JADE DECO's jade-crafted products to enhance customer engagement.
- Building emotional connections that showcases the artistry and ethical practices behind each item.

DESIGN FOCUS

We want to focus on the effectiveness of how we could use storytelling as a method to increase brand awareness, while wanting to design a campaign that combines the strengths of storytelling to tell a compelling narrative. This allows us to utilize a strong aspect of JADE DECO, which was the cultural elements that came with the rich history of jade.

A STORYTELLING CAMPAIGN

A storytelling campaign is an effective strategy for JADE DECO as they enter into the North American market because it allows the brand to translate their business into a slow design approach whilst creating an emotional connection to its target audience. This is crucial for establishing a presence in a new and unfamiliar market.

Storytelling enables a brand to communicate its identity, values and history in a relatable and engaging way, making it more about just the products they are selling - it is an experience or narrative that resonates with customers.

WHY THIS WORKS

Building Brand Identity

By sharing stories around the craftsmanship, cultural significance, and symbolism of jade products, JADE DECO can educate its audience about its unique value proposition. This creates a strong, memorable identity that differentiates it from competitors.

Emotional Connection

Stories have the power to evoke emotions and create deeper engagement. By telling stories that highlight the heritage of jade or its meaning in various cultures, JADE DECO can tap into feelings of nostalgia, curiosity, and cultural appreciation, appealing to both cultural shoppers and newcomers to the brand.

Enhancing Market Entry

For a new brand entering a competitive market like North America, storytelling provides a way to make a compelling first impression. It can help JADE DECO explain its brand mission and create curiosity, paving the way for smoother acceptance and integration.

Multi-Channel Reach

A storytelling campaign can be easily adapted across various touchpoints—pop-up shops, social media, advertisements, and street campaigns. This integrated approach ensures that the brand maintains consistency while reaching diverse audiences across multiple platforms.

Community Engagement

Social media storytelling, for example, allows JADE DECO to directly interact with potential customers, gather feedback, and build a loyal community. Sharing user-generated content, such as customers sharing their jade stories, further amplifies the campaign and builds trust. Through sponsored posts, JADE DECO's posts can reach a broader and more targeted audience by leveraging social media algorithms to place content directly in front of users who are most likely to engage with the brand.

CAMPAIGN GOALS

Overview

The goal of creating compelling brand film, a social media presence, and an accessible microsite were all about expanding JADE DECO's reach while developing a stronger relationship with shoppers; together, they all create a cohesive campaign.

Building Emotional Resonance

The main goal of this project was to create a brand campaign that resonates with new shoppers whilst increasing visibility for the brand. Drawing from insights in our case study, we aimed to build a meaningful connection with users through storytelling. To accomplish this, we focused on developing a brand film with a strong narrative structure designed to connect with people on a deeper, and emotional level.

Increasing Visibility

However, the brand film alone wasn't enough, we also wanted to make sure it could be easily found and shared. To do this, we proposed creating a social media page for JADE DECO through Instagram, with the brand film showcased as a reel. This will increase visibility by having the opportunity to appear on recommended, explore, and shop pages, while also making it easy for users to share amongst each other.

However, the Instagram page wouldn't just feature the brand film. It would also include other engaging content, such as key moments from the film explained in captions and posts showcasing JADE DECO's products with detailed descriptions of each item. This further addresses our goal of increasing visibility whilst continuing to build our emotional connection with users.

Introducing a Microsite

To go with the Instagram page, we proposed developing a microsite. A link to this microsite would be included in the Instagram bio, giving users easy access to find it; as well as being linked to QR codes that can be displayed for users to scan at pop up shops.

The microsite plays an important role in making sure our campaign connects with new shoppers and increases JADE DECO's visibility. By putting all the important information on one simple, user-friendly page, it gives people an easy way learn more about JADE DECO. The microsite along side other helpful information will also host the brand film, giving users another way to view it.

The goal of the microsite is that along with the brand film and clear access to shop products, it will create an easier way for users to explore and engage with the brand.

CONCEPT: BRAND FILM

Sample Video: <https://youtu.be/eU6nRjqYO-A>

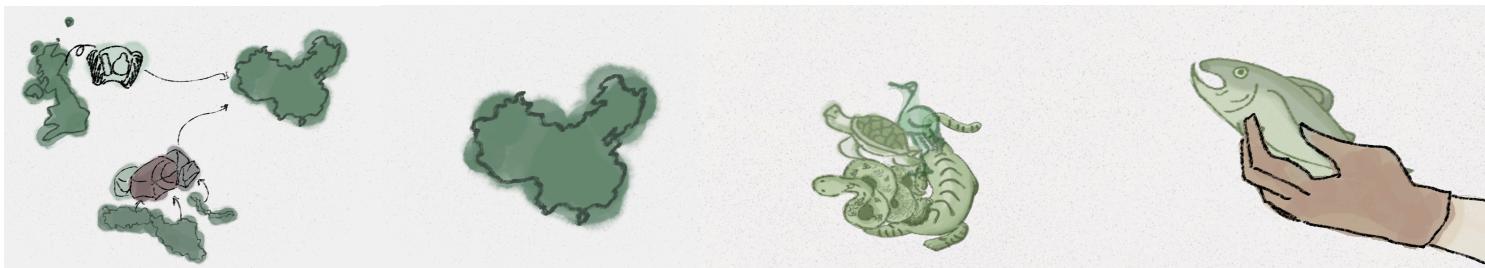
We are proposing to center the film around a story of JADE DECO reuniting various virtues represented by symbolic animals across cultures. Most importantly, introducing the symbol of life for Canada - the salmon. It is transferrable across various interactable mediums: being projected in a pop-up shop, posted on social media, and hosted on a microsite. It sends a powerful message about jade as a symbol of cultural connection and effectively increases JADE DECO's brand awareness.



The film begins by telling a story of several jade essences being lost, resulting in the lack of quality jade. It introduces the essence symbols -



Wisdom: the turtle from Vietnam; Longevity, the crane from Japan; Fertility: the snake from Mexico; Courage: the tiger from Korea; Protection: the shark from the Pacific; Strength: the dragon from China.



The film then emphasizes how it is JADE DECO's mission to bring all these scattered essences back together. However, before they are reunited, JADE DECO introduces the salmon from Canada, a symbol of everlasting life.



JADE DECO creates a new form of jade that encapsulates the essences, a representation of bridging cultures together. The film ends by detailing the brand's thoughtful packaging and products that aims be a symbol that creates meaningful connections in the world.

Art Direction

We are proposing a hand-drawn illustration reminiscent of traditional Chinese ink wash paintings to establish a distinctive visual identity while highlighting the rich cultural heritage of jade.

Rationale

This story highlights JADE DECO's importance and commitment in connecting different cultures through their products. The salmon also adds a unique localized cultural identity to resonate with the audience in this new market.

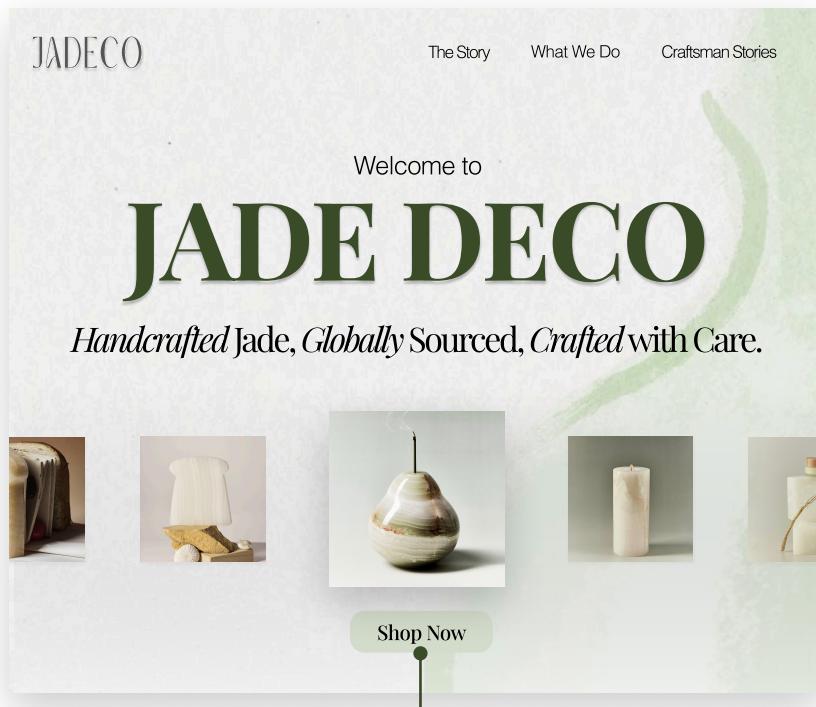
CONCEPT: MICROSITE

2 PLAYS THE FULL BRAND FILM

Attracts customers while effectively delivering the campaign message

3 INTRODUCES JADE DECO

Overview of what JADE DECO is - to build credibility



1 BRIEF PRODUCT OVERVIEW, LEADS TO SHOPPING PAGE

Showcase what JADE DECO offers

4 STORIES FROM CRAFTSMEN

Show stories of jade's significance for JADE DECO's personnel/artisans, create emotional appeal

This section contains a video player showing a film strip with two green cylindrical objects. Below it is a "WATCH THE FULL FILM" button. To the right, there are sections for "What We Do" and "Craftsman Stories", each featuring a quote from a craftsman. At the bottom, there is a call to action to extend gratitude across cultures.

5 CONTACT INFORMATION

Contact Us

Instagram: @jade_deco_official

Weibo: @JADEDECO

Description

The microsite serves as a condensed touchpoint where potential customers can get to know the brand, the products and view the brand film.

Rationale

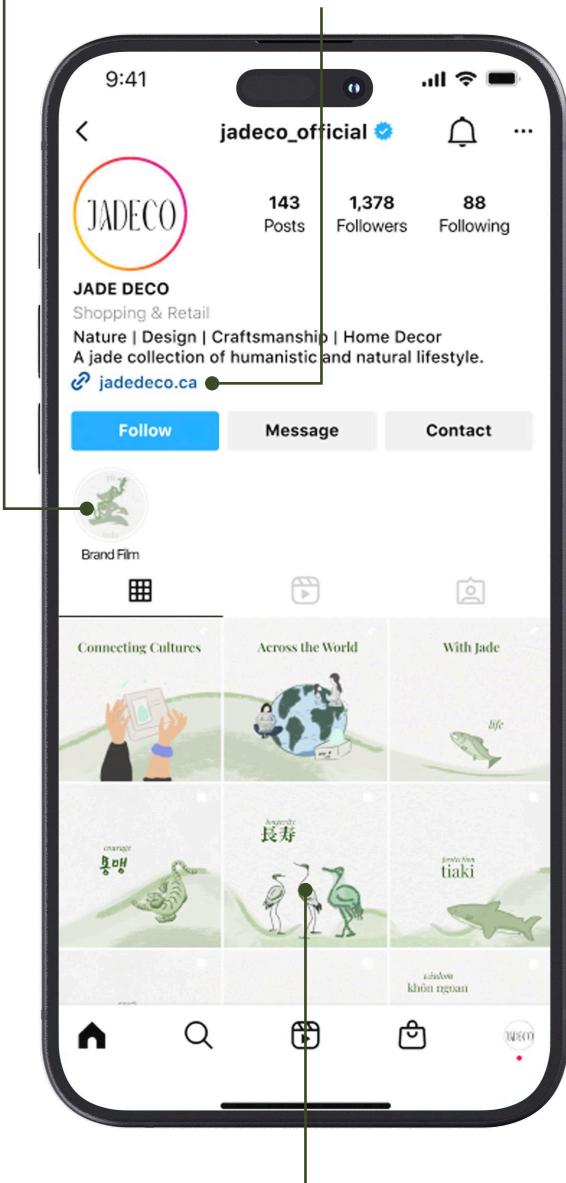
Having a microsite that contains all the core information makes the campaign more accessible and establishes a strong identity for JADE DECO as an emerging brand.

05

CONCEPT: SOCIAL MEDIA - INSTAGRAM

STORY HIGHLIGHT OF
THE BRAND FILM

LINK TO THE MICROSITE



VISUALLY CONSISTENT LAYOUT
REFERENCING THE BRAND FILM



REELS:
PLAYS SNIPPETS OF
THE BRAND FILM

POSTS:
INTRODUCES THE
INDIVIDUAL ANIMAL
AND CULTURE
&
PROMOTES JADE
DECO'S PRODUCT



Description

To promote the campaign, the social media will have a continuous layout with a post introducing each animal from the film. Each post references a JADE DECO product, encouraging potential customers to purchase.

Rationale

This approach maximizes JADE DECO's customer outreach and establishes a strong brand identity. It utilizes cultural storytelling to attract and resonate with potential customers, while effectively promoting the products.

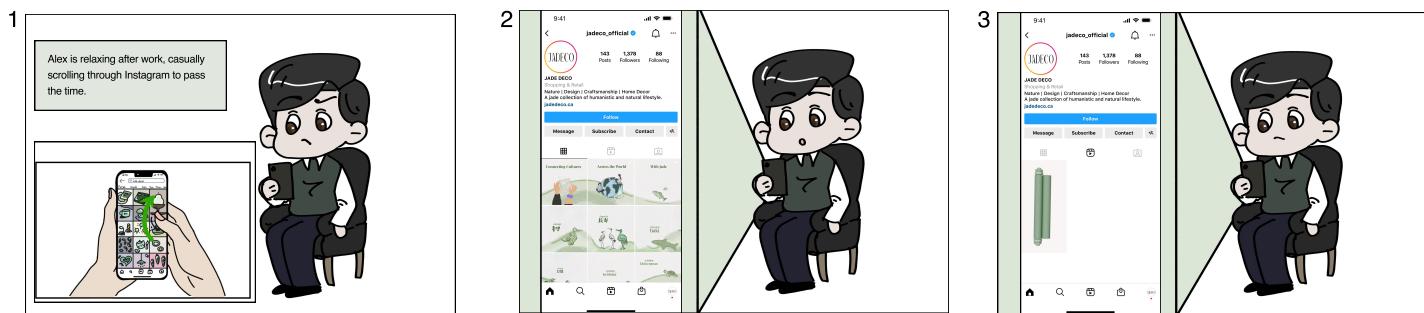
STORYBOARDING SCENARIOS

Engaging Customers through Storytelling

Our storytelling video connects with customers through multiple touchpoints, creating a memorable experience that blends tradition and modernity. Below are two scenarios showcasing how different users discover and interact with JADE DECO's video.

See next page for full size storyboards

Scenario 1: Social Media Platforms (Alex)



The video is uploaded to platforms like YouTube, Instagram, and TikTok. Shortened clips or teasers can be used to attract attention, with links to the full video. Customer shares it with friends, helping to expand JADE DECO's reach online.

Scenario 2: Microsite via QR Code (Timmy)



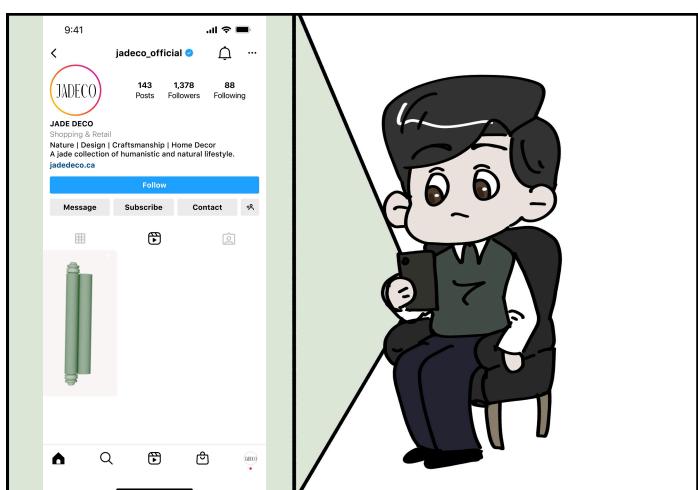
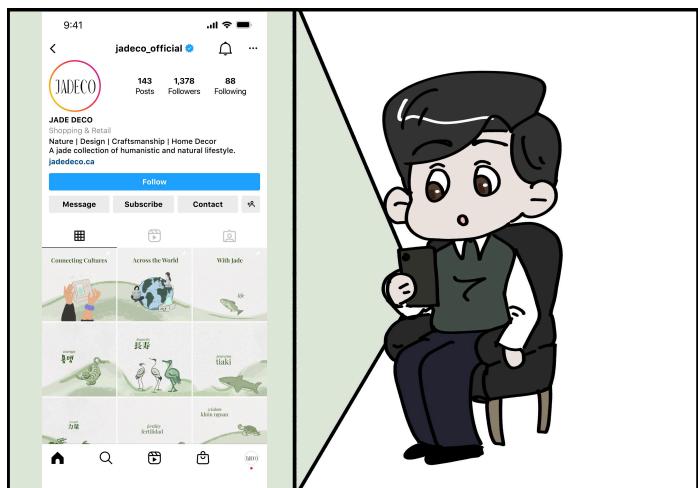
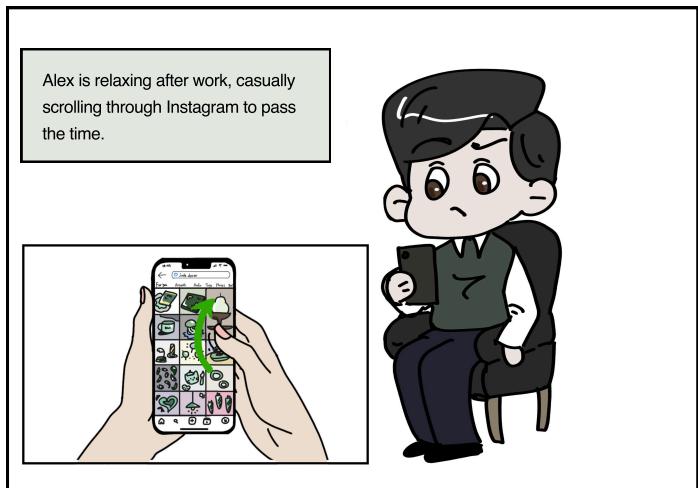
At offline events (e.g., pop-up stores, trade shows), QR codes will direct users to a dedicated microsite featuring the video and providing additional content, such as product details and the story behind JADE DECO. Customer feels connected to JADE DECO's story, building trust and interest in the brand.

DELIVERING IMPACT THROUGH STORYTELLING

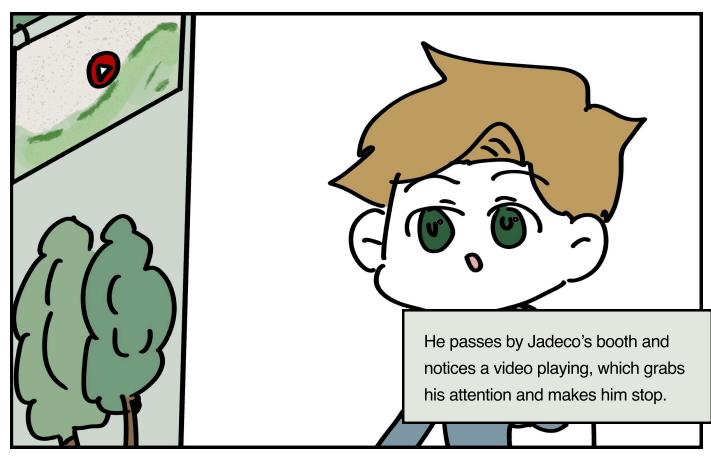
By engaging customers through social media and offline events, JADE DECO's storytelling video creates meaningful connections with its audience. These interactions increase brand awareness, build trust, and encourage exploration of JADE DECO's products.

COMPLETE STORYBOARDS

Scenario 1: Social Media Platforms (Alex)



Scenario 2: Microsite via QR Code (Timmy)



Connecting Cultures



An artistic journey into JADE DECO's dedication to their craftsmanship

Creating a connection between tradition and modern story-telling in digital spaces

MOVING FORWARD

As we look ahead, our main focus is bringing awareness to JADE DECO that will resonate deeply with their new target audience in Canada while staying true to their own cultural roots. Our storytelling campaign is a starting point that will help JADE DECO in these ways:

Inclusivity of Design through Canadian Culture

By integrating elements of Canadian culture into our designs and storytelling, design inclusivity of Canadian culture will help JADE DECO to feel more relevant and inclusive of their new Canadian market.

Highlighting Cultural Connections With Conscious

In borrowing cultural elements, we want to emphasize that further action is needed to implement values from other cultures respectfully to avoid appropriation and ignorance. However, through our concept, we want to highlight the unique aspect of the shared values and artistic heritage between jade traditions and Canadian culture, where this can help to create meaningful connections that appeal to a diverse audience.

Showcasing Craftsmanship and Modern Jade Designs

Our campaign will continue to blend traditional craftsmanship with contemporary designs to captivate modern buyers.

Moving forward, these pillars will help guide JADE DECO's journey into North America, ensuring that we can help them to build a brand that is authentic, inclusive, and deeply connected to the local market.