

From: [Your Email Address]
Sent:
To:
Subject: MondoMarket Social Media Campaign Content

Hi [Manager],

As discussed, please see the attached content files for the upcoming MondoMarket campaign for the 18-35 age group within the UK. The content has been optimised for use on Instagram. I have added an explanation below to justify the design choices that I incorporated into the content.

Overview

- PNG file with dimensions = (1080, 1080).
- Optimised for Instagram feed.

Target Audience

- The image chosen includes predominantly includes male focused clothing (although some could be considered unisex).
- Therefore, for this campaign I have targeted males within the 18-35 age group. This was an arbitrary choice and a campaign for females can be easily adapted to this content with different imagery and colours.

Graphic Design

- Dark, neutral colours chosen for the background with bold white typeface in the foreground to add contrast and make the key text stand out.
- The white text along the right includes composition of different font sizes to draw readers eyes downwards along the right side of the content towards the call to action "Shop now".
- A consistent colour scheme of grey, black, blue and white is used within the imagery and the content to create a feeling of familiarity and give the content a consistent theme.
- Wording is kept to a minimum, including a short statement to catch the eye and then a call to action. This is to keep readers engaged within a short window of opportunity.
- Resolution of the imagery used is high quality, to ensure that readers have the impression of high-quality content.

Please let me know if you have any questions or feedback. I am available to discuss on a call at the number in my signature block."

Kind regards,

[insert name]

[insert role]

[insert email]

[insert phone number]