

Sabrina Do
Process Book

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A SHOW
FOR THE
ENTIRE
FAMILY
RESEARCH

DYNAMITE

AMERICAN
MAGAZINE

Amoeba

1855 Haight St
San Francisco, CA 94117

Existing Promotional Materials

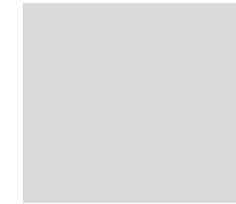
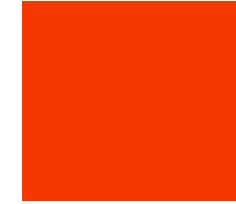
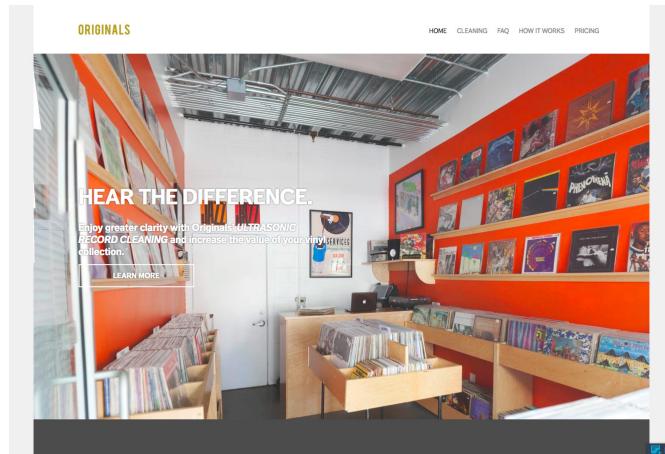
- Posters
- Web Site
- Stickers
- Guitar Picks
- Catalogue

Originals Vinyls

3150 18th St
San Francisco, CA 94110

Existing Promotional Materials

Web Site

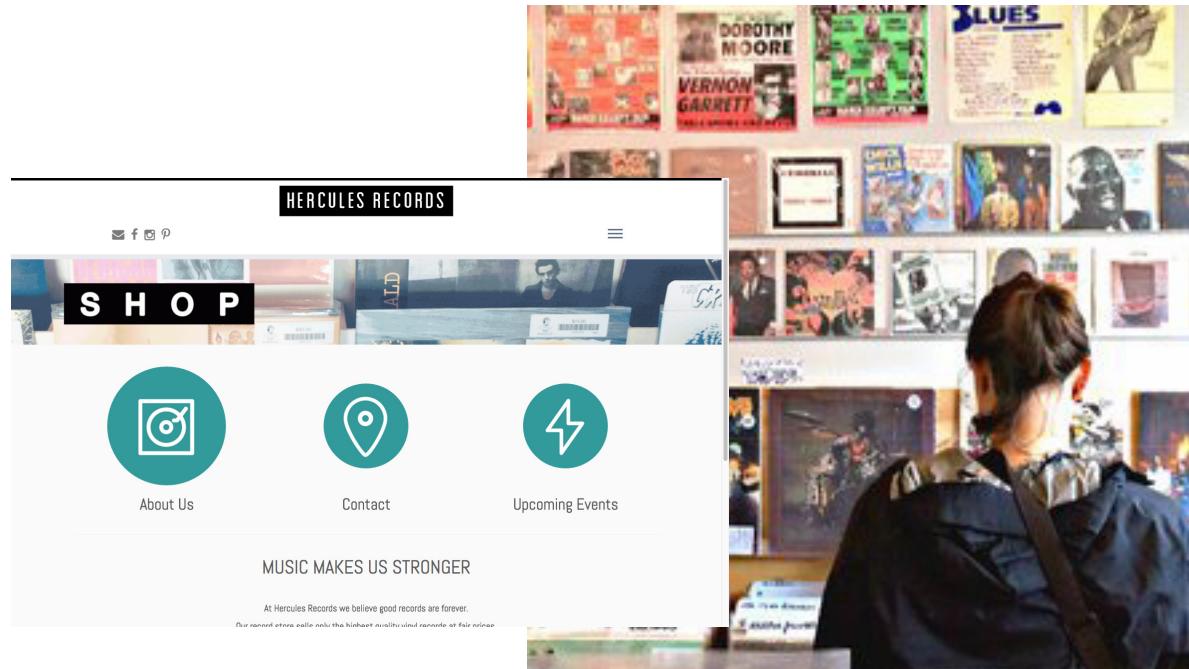


Hercules Records

1734 Alcatraz Avenue
Berkeley, CA 94703

Existing Promotional Materials

Web Site
Social Media (Instagram, Twitter)



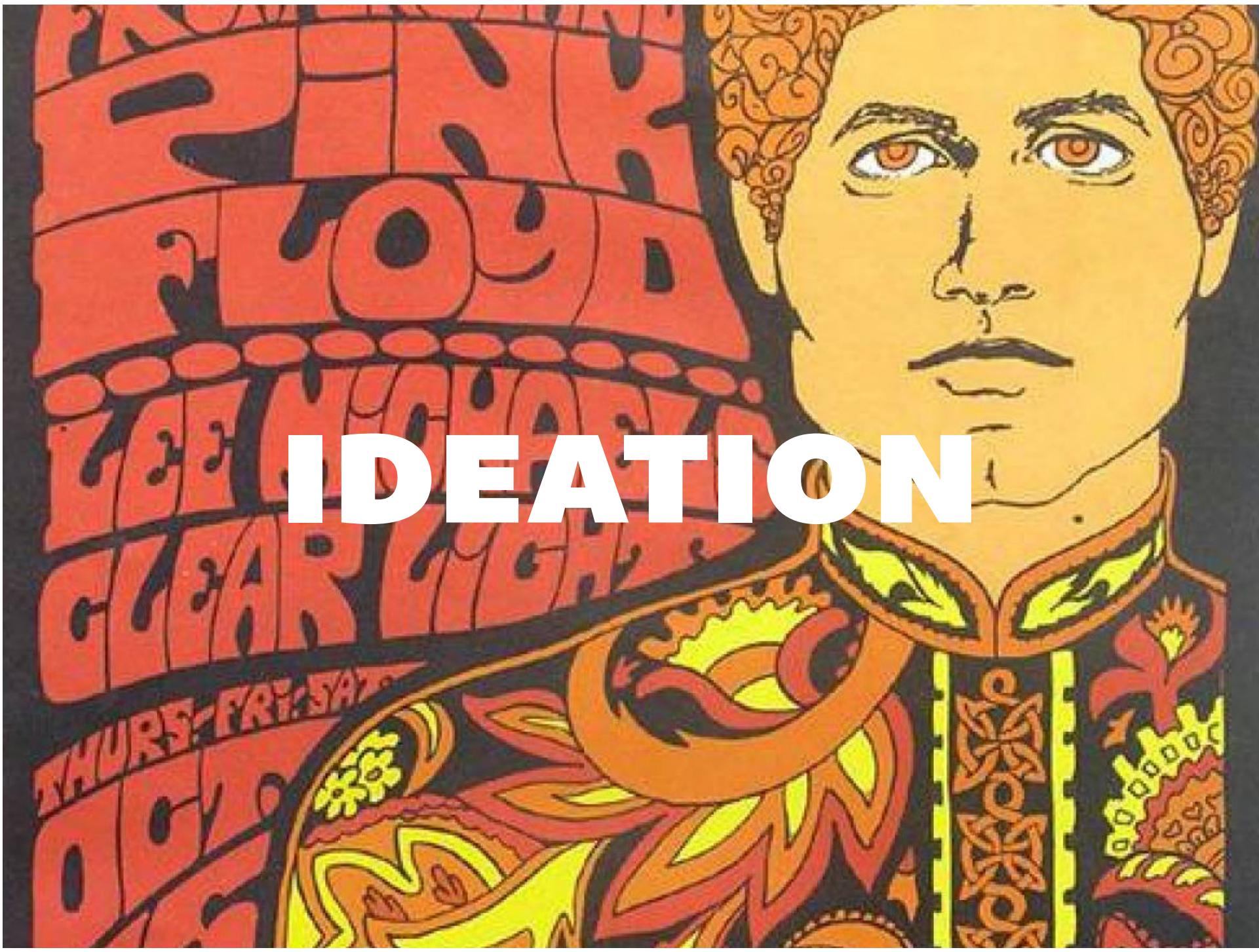
Groove Merchant Records

687 Haight St
San Francisco, CA 94117

Existing Promotional Materials

Social Media (Facebook,Yelp)
Website





IDEATION



10 Marketing Ideas

A poster, small book, website, stickers, record player slipmats, vinyl sleeves, vinyl frames, crates, canvas bags, or a catalogue.

Design Brief

Groove Merchant Records is a new & used record store with special emphasis on soul, funk & hip-hop. It is considered a mecca for collectors, DJ's and producers on the search for the rarest records around. It's located in San Francisco and has stayed there for 20 years.

Three types of marketing—a website, posters, and a catalogue—will be applied to Groove Merchant Records.

Since everyone can access the internet through a mobile device, tablet, or website, they can benefit from a new website by connecting to potential and existing customers. The new website would include information regarding the store.

Custom Groove band posters will be released monthly of a chosen highlighted artist that will be up for grabs to anyone who wants it. The posters will be posted locally to promote the store.

A small booklet will be available in-store for customers to look through to be informed of the various music Groove Merchant Records supplies.



BRAND

Groove Merchant Records relates to music lovers of the classics because people find comfort in familiarity. Their aesthetic is heavily influenced by the style of the 60's.

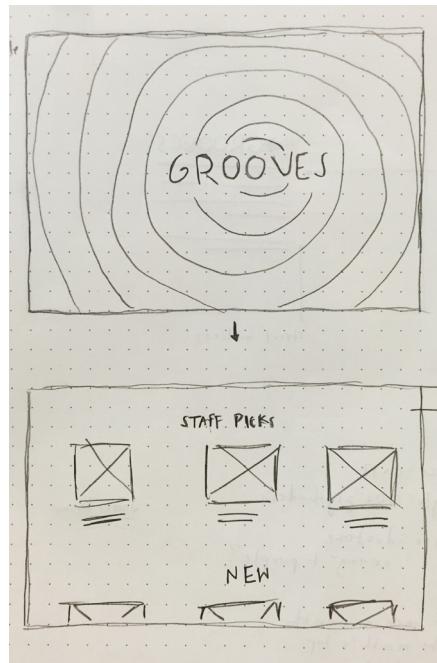
Cool, timeless, hip, and genuine is Groove Merchant Records.

Example Marketing Graphics

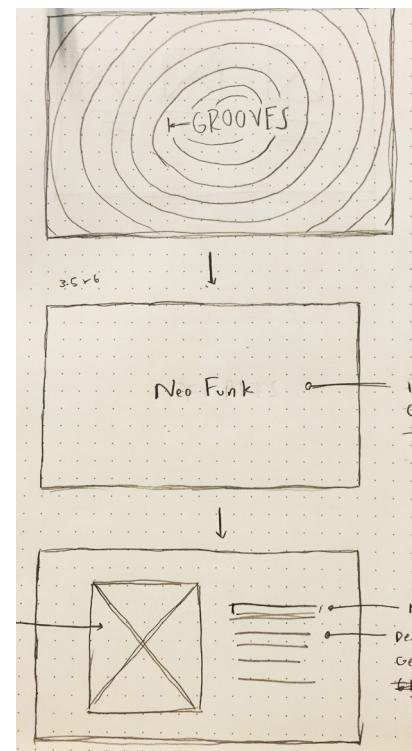


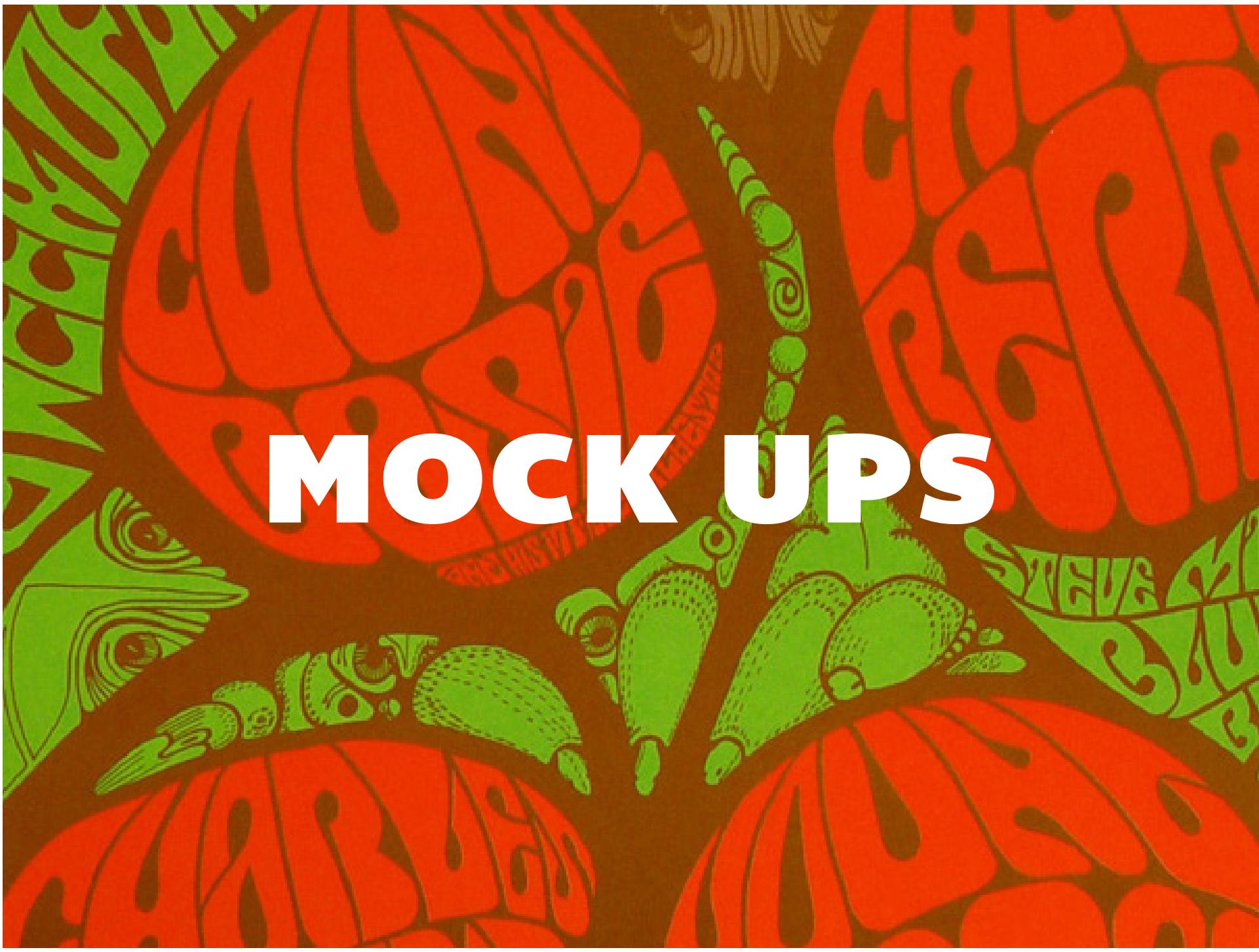
Rough Sketches

website



mini book



The background of the slide features a dense, abstract pattern composed of large, organic, red and green shapes. These shapes resemble stylized leaves, veins, and perhaps even microscopic organisms or brain tissue. The red shapes are prominent in the upper left and right areas, while the green shapes are more scattered across the lower half. The overall aesthetic is organic and modern.

MOCK UPS

Color Palette



#386732



#3c3a38



#3c3a38



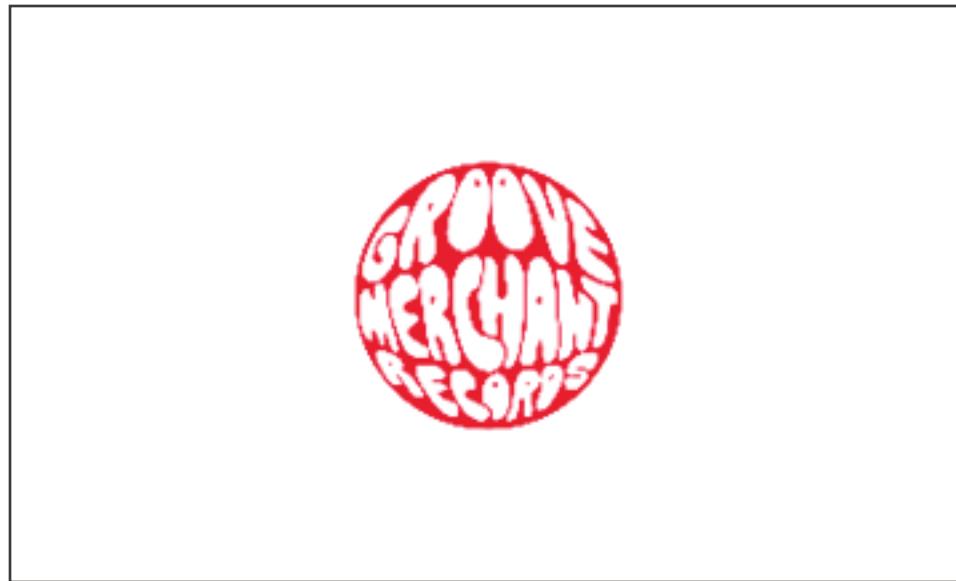
#e19e24







A rhythmic, danceable new form of music
through a mixture of soul music, jazz, and
rhythms and blues.



687 Haight St, San Francisco, CA 94117
(415) 252-5766





A rhythmic, danceable new form of music through a mixture of soul music, jazz, and rhythm and blues



A highly personal, lightweight form like poetry, it is an art of surprise that, shaken down, amounts to the blues, some unique vocal and instrumental sounds, and the limited, elusive genius of improvisation.

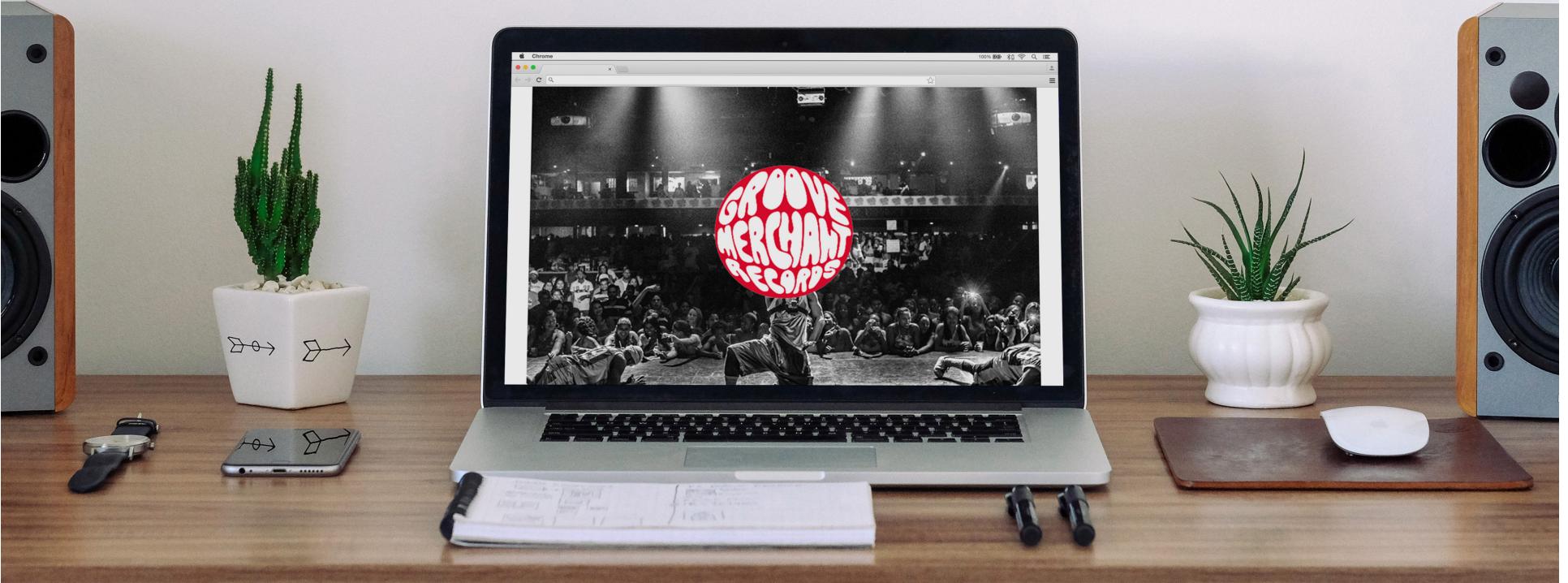


The incorporation of rhythmic and/or rhyming speech and technical deejaying.



It's the birth child of 70's influenced soul music and contemporary R&B.

Groove Merchant Records
687 Haight St, San Francisco, CA 94117
(415) 252-5766





About Groove: 101 Location





The Get Down

Groove Merchant Records is a new & used record store with special emphasis on soul, funk & hip-hop. It's considered a mecca for collectors, DJ's and producers on the search for the rarest records around. It's located in San Francisco and has continued to stay there for more than 20 years.

Groove: 101

Funk

A rhythmic, dancable new form of music through a mixture of soul music, jazz, and rhythm and blues.



Jazz

A highly personal, lightweight form - like poetry, it is an art of surprise - that, shaken down, amounts to the blues, some unique vocal and instrumental sounds, and the limited, elusive genius of improvisation.

and/or rhyming speech with
technical deejaying.



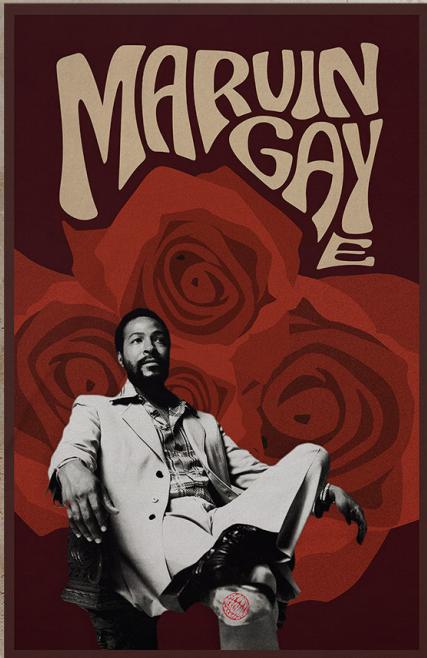
Neo Soul

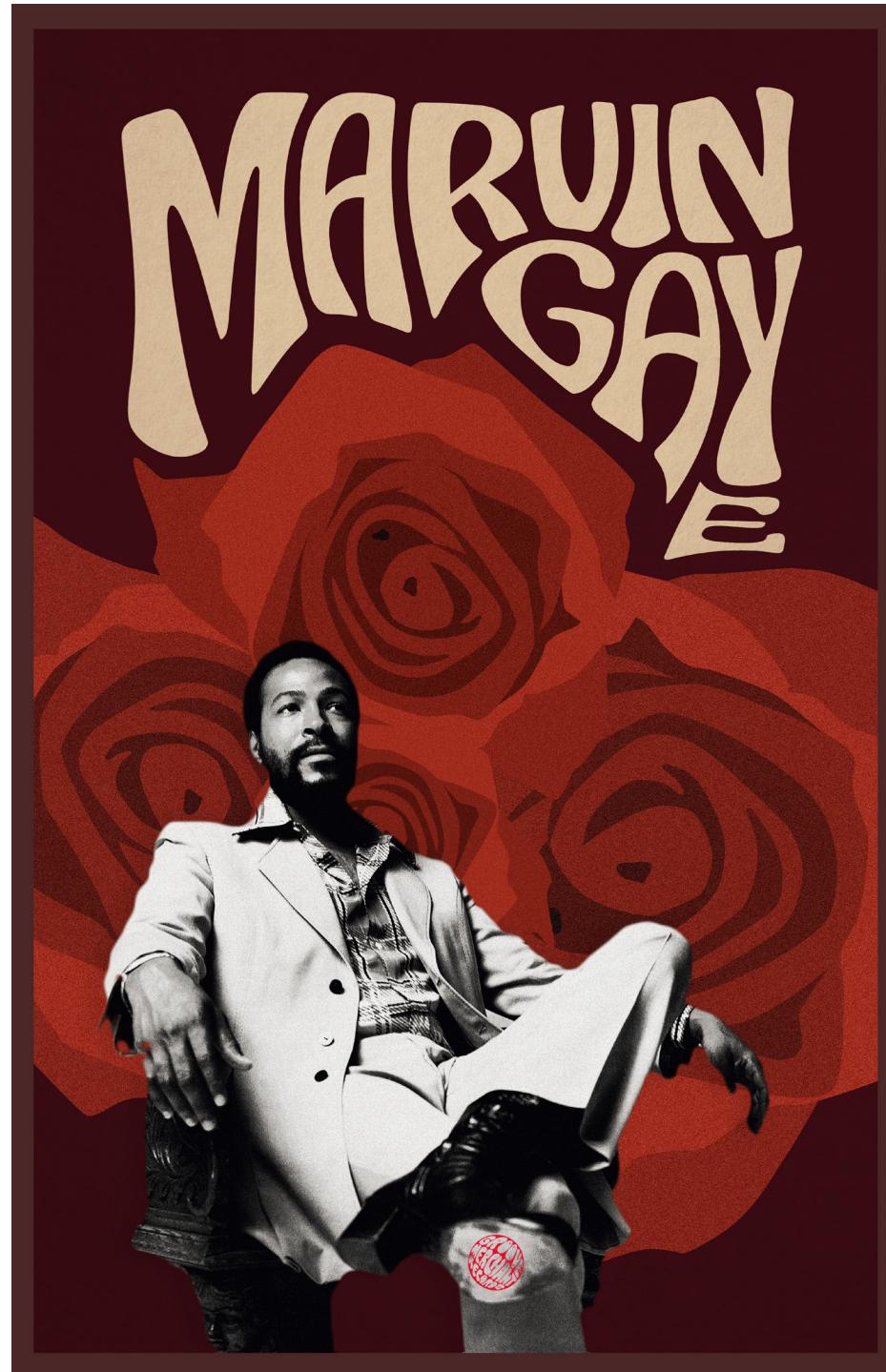
It's the birth child of 70's influenced
soul music and contemporary R&B.

[FAQ](#) | [About](#) 687 Haight St
San Francisco, CA, 94117

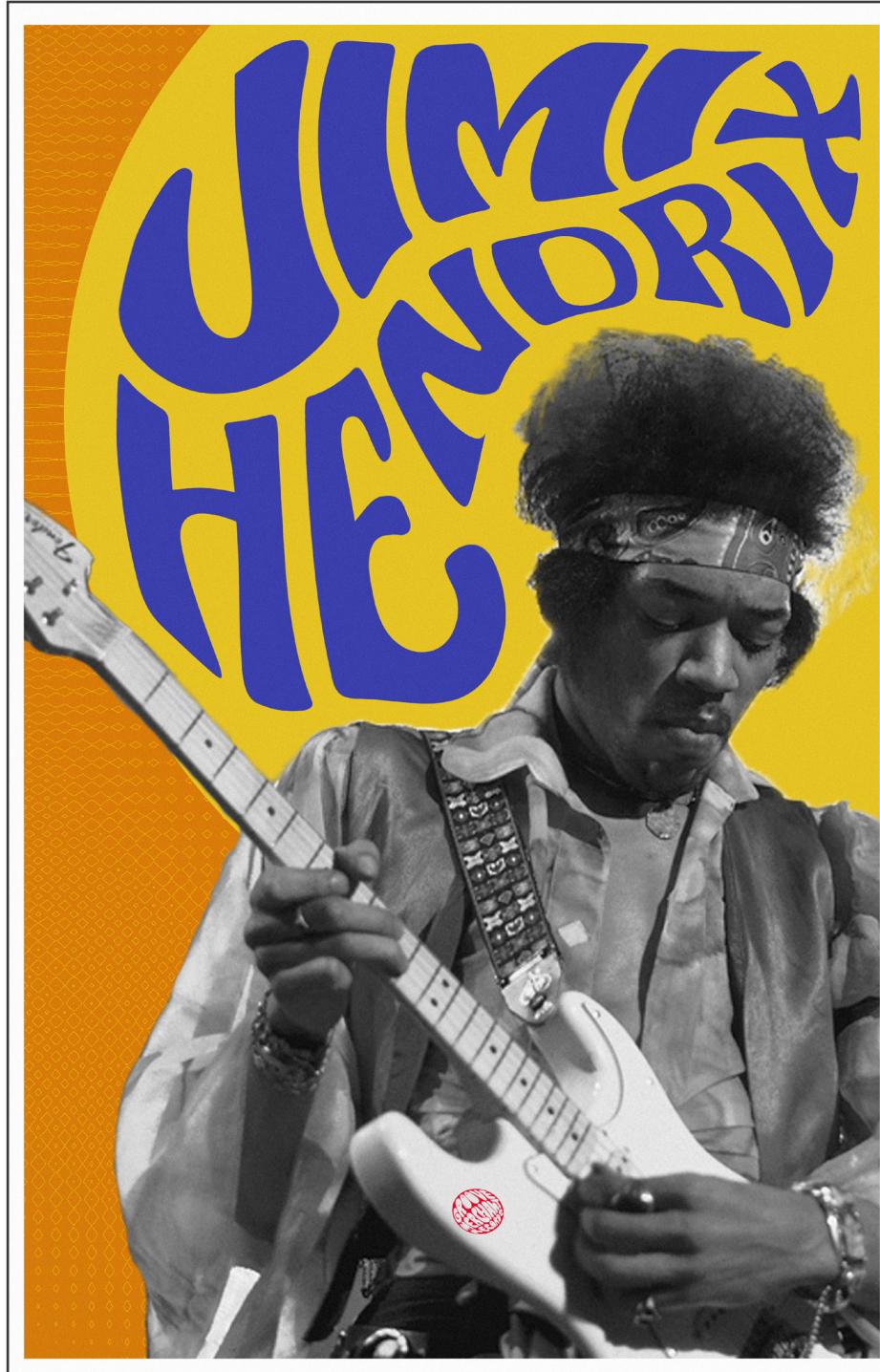
Tel/Fax: (415)252-5766

Groove Merchant Records © 2016









Synopsis

Groove Merchant Records is a sanctuary for music lovers who appreciate soul, funk, and jazz. Through 3 types of marketing we've connected, informed, and broadcasted their brand to potential and existing customers.

People find comfort through familiarity. That being said, the overall style of type and color treatments are of the 60's. Through repetition of black and white photos, we have grasped the feel of their selection of vinyls and music memorabilia, which are timeless.

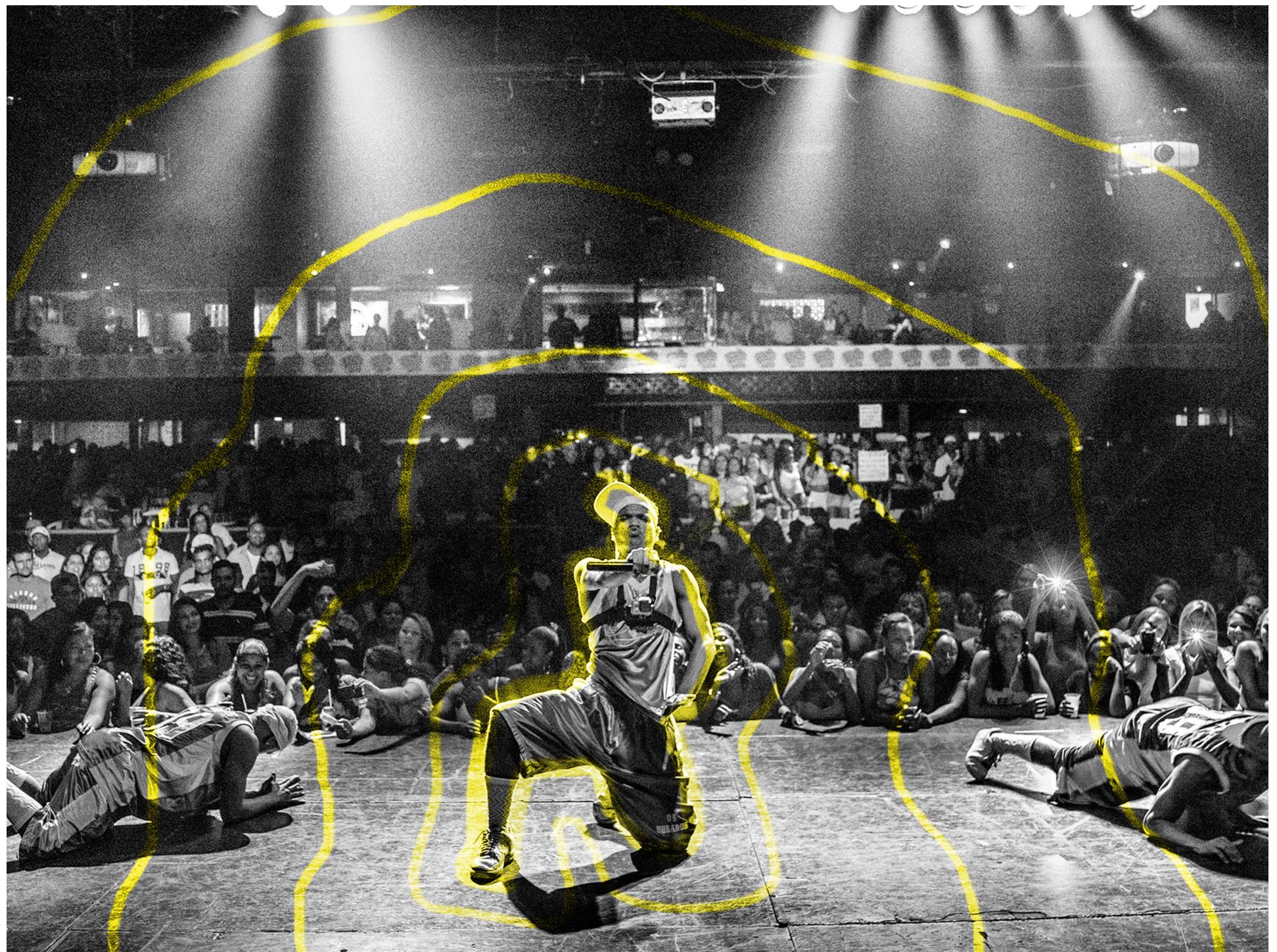


LABS

BONHO

ELUES BAND

RANGE





A black and white portrait of a woman with dark hair, smiling broadly. She has her right hand raised to her face, with her fingers resting near her eye. The background is slightly blurred, showing what appears to be an outdoor setting with trees and possibly a body of water. The overall mood is joyful and candid.

GROOVE
S



We got that RARE
funk, soul, and
hip-hop.





GET DOWN
■ WITH IT.

GROOVE MERCHANT RECORDS

1924



35