

KEY OBJECTIVES

The objectives for the Little Italy Brand Development, 2025 Marketing Plan, & Quarterly Campaign Implementation:

1. **Semiotic and design code & cue analysis:** Identify category and brand-level creative elements, which inform Little Italy's brand identity system.
2. **Current touch point visual audit:** Understand and optimize the role of each touch point and synthesize insights and recommendations for refinement.
3. **Brand identity system concept generation:** Based on the insights and learnings of the previous phases, to create a full Little Italy brand identity system, including:
 - Primary brand mark / logo refinements & alternate versions
 - Color palette
 - Typography
 - Secondary graphics
 - Image and illustration styling
 - Key touch points design concepts (e.g. website, menu, social media templates, delivery packaging, etc.)
4. **2025 marketing plan:** Based on the output of the previous stages, alignment with business growth, and commercial targets to develop the, including:
 - Optimize and refine the brand identity system
 - Develop a social media-first 2025 marketing plan with quarterly campaigns and agreed KPIs
5. **Quarterly campaign implementation:** Launch and manage implementation of quarterly marketing campaigns, including:
 - Revamp current website
 - Create marketing design templates integrated with a digital asset management (DAM) platform and content calendar to optimize brand management and marketing communications
 - Proactively manage the development of all content as per agreed plan and budget
 - Real-time monitoring, monthly reports, and design optimization to ensure KPIs are achieved

PROJECT OVERVIEW

The flow diagram below represents our project overview and a stage-by-stage process for the confirmed stages of work supported by estimated timings. A detailed timeline can be found at the end of this proposal.

