

1. Project Overview

- a.** Smith EDC is a company that focuses on the everyday carry needs for young professionals. Founded in 2020 by Alex Smith, the company is opening its first brick and mortar store located in Aksarben. Everyday carry is a category of useful items that keep a person prepared for their daily needs. Everyday carry is often marketed for a niche of rugged men with utility and outdoor preparedness needs. Smith saw a lack of everyday carry markets for business professionals and built this brand around that need.
- b.** Smith EDC is a brand new company in need of a creative design to build their brand. The company needs their brand created and needs to build a campaign for the grand opening of their first brick and mortar store in Aksarben on April 22, 2020.

2. Goals/Project Objective

- a.** The company is opening in Aksarben which makes it a perfect place for young professionals in college that are just beginning their professional careers as interns or recent graduates. The opportunity here is to introduce young professionals to this style of everyday carry products that they may or may not be familiar with.
- b.** The grand opening of the store is April 22 and the campaign will begin January 5 to advertise the grand opening of the event. Booths will be set up at the University of Nebraska-Omaha with postcards that offer a discount and these booths will have sign up sheets to become a part of the Smith EDC mailing list. These booths will be held once a week to every other week. The campaign will also consist of mobile and web ads and print ads.
- c.** The goal of this campaign is to make the Central Omaha area aware of the Smith EDC brand. Through the design of the logo and press materials associated with the brand, the Smith EDC logo should be recognizable to the young professional. The main goal of this campaign is to bring in young professionals in the area to the grand opening of the brick and mortar store.
- d.** Specific tactics for the creative campaign will include:
- **Logo and stationery:** The logo will appear on each piece of the creative campaign. This logo will help consumers identify the Smith EDC brand. Stationery for the campaign will contain elements of the logo and will be used for press releases, e-mail campaigns, etc.
 - **Newsletter:** The newsletter will be mailed out to the students at UNO that sign up for the mailing list and other professionals that come across the campaign that sign up for the mailing list. Professionals will receive one newsletter every month until the grand opening. This newsletter will keep the audience aware of updates with the grand opening and will have special coupons.

- **Interactive ad:** The interactive ad will be mobile and desktop friendly. It will bring users to the company site which will allow them to read about the brand and will prompt them to join the mailing list for special offers.
- **Tri-Fold brochure:** The tri-fold brochure will be located at businesses and on the UNO campus in designated spots that are commonly visited by the target audience. These brochures contain information on what the brand is and what products they sell and will inform them about the grand opening.
- **Postcard:** The postcard will be given to UNO students and will be sitting alongside the tri-fold brochures at designated high-traffic areas. These postcards will have our brand logo and a 10% off sale on the back of the card. This sale is a timed sale that is aimed to increase foot traffic in the first week after opening.

3. Audience

The targeted audience for this campaign is young professionals in the Central Omaha and Aksarben area. This audience is more specifically females and males aged 25-40 in the middle to upper middle class that work in the Central Omaha and Downtown Omaha area. The everyday carry niche is already targeted to men and would be easy to attract them to products, but the products sold will not specifically be for men only, which is why the campaign is targeted to a lifestyle and not a gender. The targeted consumer is a professional who cares about their appearance including the appearance of their everyday items such as bags and wallets and enjoys the organization of everyday carry.

4. What We Want to Convey

Everyday carry is not a niche market targeted to only the rugged outdoorsman type. Everyday carry is a market targeted to anyone looking to make their life simpler and more organized in a professional and attractive way. The brand focuses on the professional look and professional quality of products at a price that isn't too high.

5. What will Compel the Audience to Believe the Message

As young professionals looking to trust a brand in quality for a price that won't break the bank, Smith EDC is focused on the needs for all young professionals seeking everyday carry needs specific to their lifestyle.

6. Creative Guidelines/Approaches

a. The logo of the brand will be on each material associated with the brand. The tagline will be incorporated on each material. The brand colors must be used on each material associated with the brand.

b. Must be included in the creative:

Logo: Logo design is a series of connected circles that display the brand color theme and is attached to Smith EDC on the side.

Tagline: Everyday Carry for the Professional

Colors CMYK Values:

Dark Blue: C32 M26 Y0 K74

Dark Gray: C0 M0 Y0 K65

Light Gray: C0 M0 Y0 K17

Light Blue: C6 M3 Y0 K0

White: C0 M0 Y0 K1

Fonts: American Typewriter and Acumin Pro

Contact Information:

Alex Smith

402-555-3333

1133 Not Real Drive, Omaha, NE 68106

Website: smithedc.com

Social Media:

Facebook: Smith EDC

Twitter: @smithedc

Instagram: @smithedc

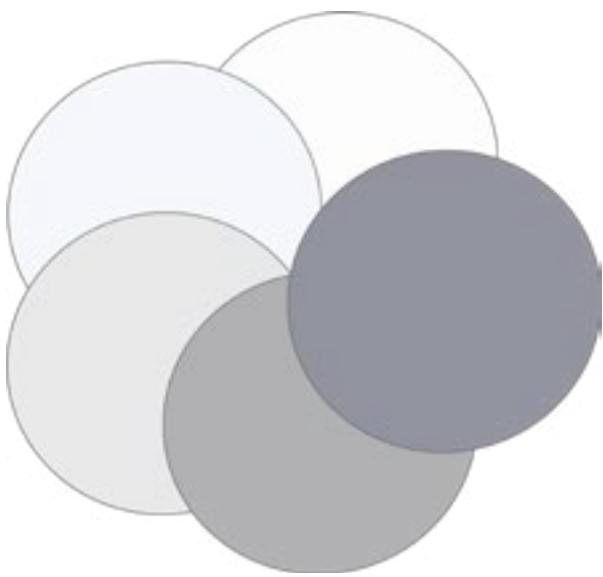
Smith EDC

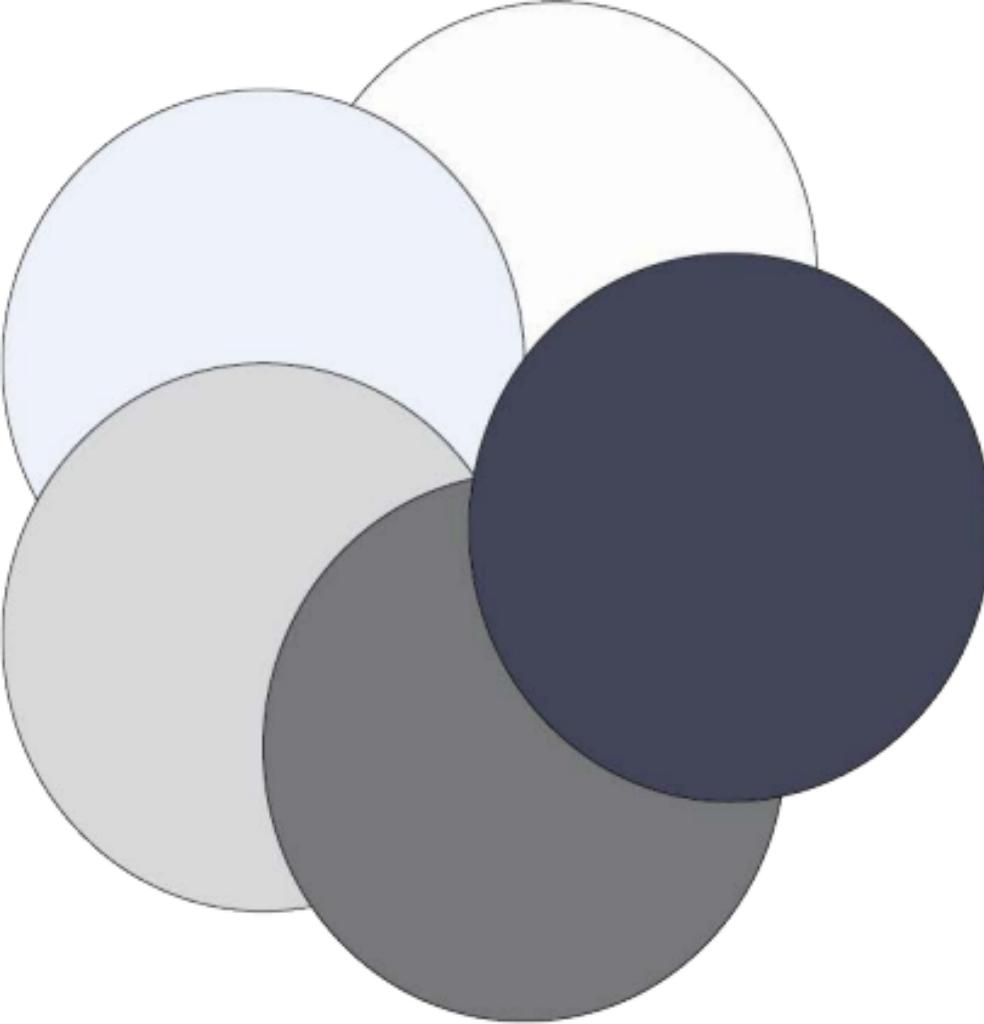
Logo Design

Client: Alex Smith

Prepared by: Haley Leigh

Purpose: The purpose behind the logo is to build the brand identity. The logo uses cool tones and these blue hues will incorporate throughout the brand. The fonts to use throughout the brand will be American Typewriter and Acumin Pro.





SMITHEDC

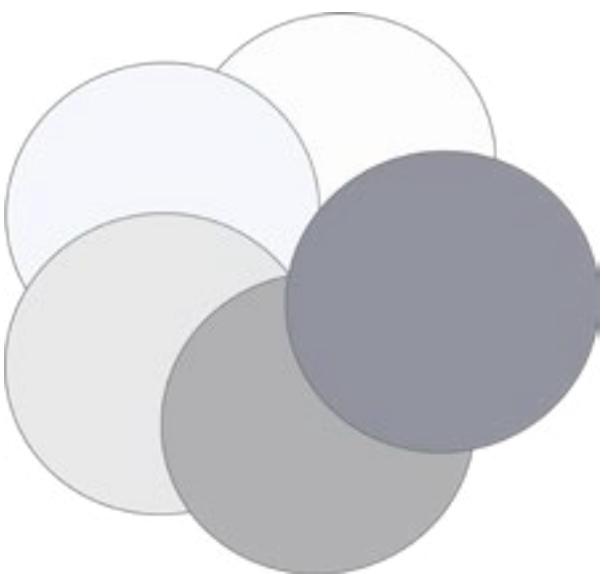
Smith EDC

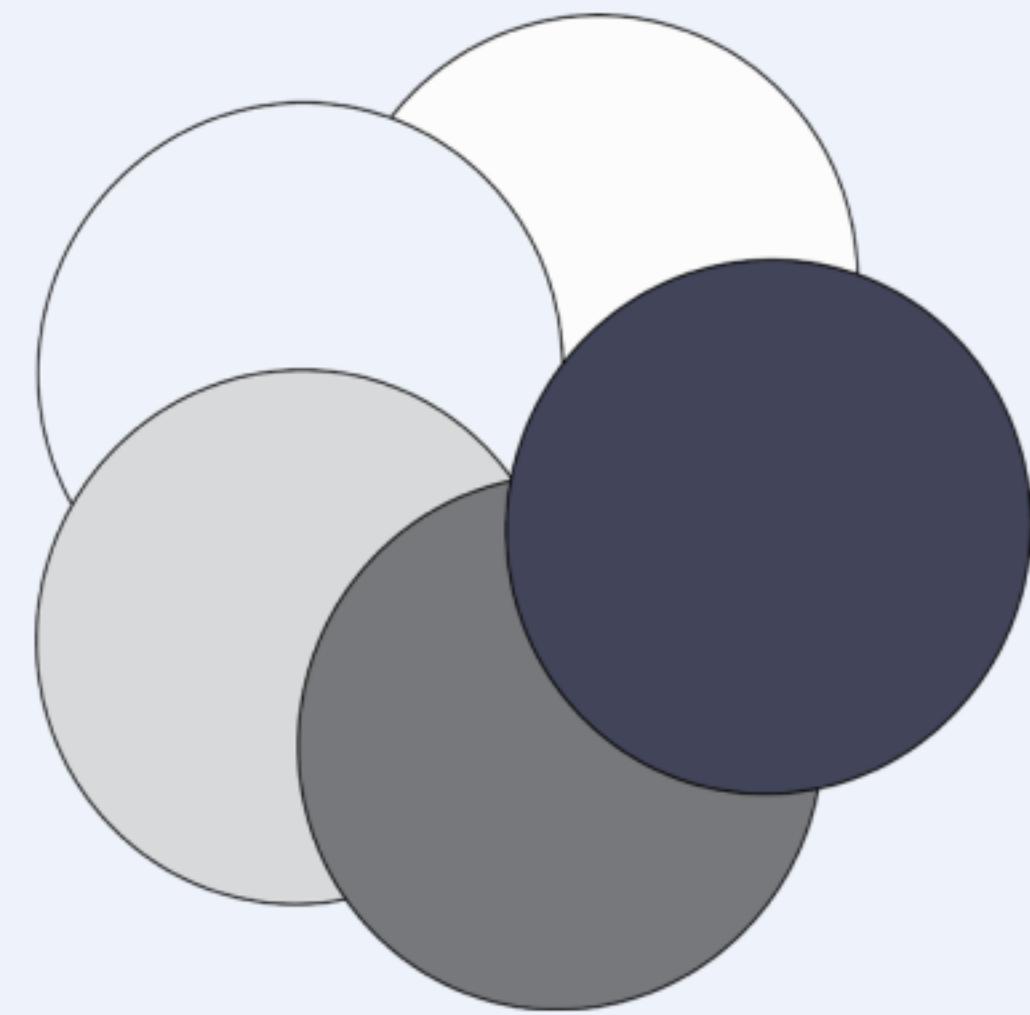
Stationary Design

Client: Alex Smith

Prepared by: Haley Leigh

Purpose: The purpose behind the stationary is to have a design template for the client to use across their brand. The stationary design will be used for press releases, e-mail templates, official documents, and any non-campaign related materials. This stationary design will keep to the design and fonts and will contain at least the circles from the Smith EDC logo.





Alex Smith

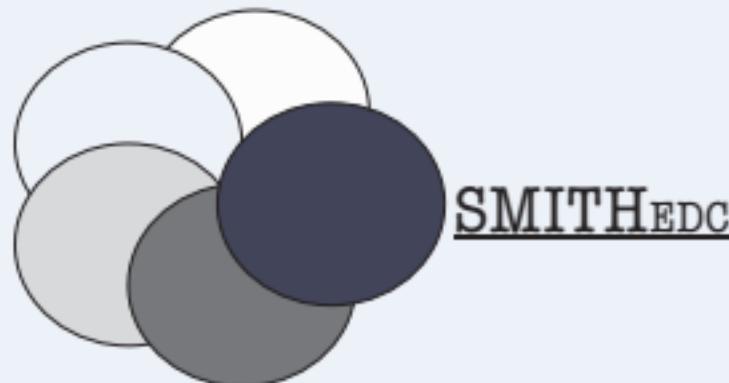
Founder & CEO

402.555.3333

smithedc.com

1133 Not Real Drive

Omaha, NE 68106



Everyday carry for the professional

Smith EDC

March 1, 2020

To Whom it May Concern,

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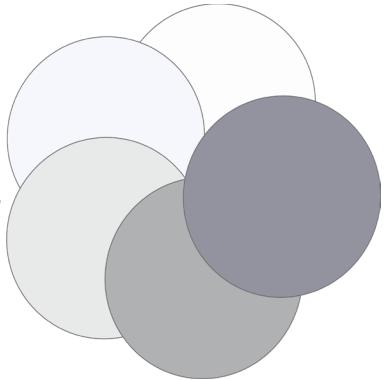
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Kind Regards,
Alex Smith

Alex Smith



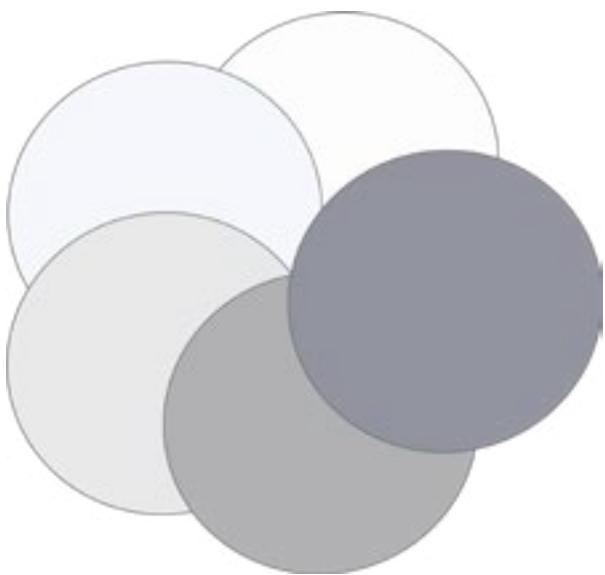
Smith EDC

Newsletter Design

Client: Alex Smith

Prepared by: Haley Leigh

Purpose: The purpose behind the Newsletter is to inform the audience about updates with the brand. The newsletter will be mailed out biweekly to customers who have signed up for the mailing list. Newsletters will keep the color theme of the brand and will use the fonts for the brand. The newsletter may also display special deals or a change in hours for holidays. Other information in the newsletter will be sneak peeks at seasonal collections, only released to the newsletter. The purpose behind this is to drive attention to our mailing list and increase the amount of customers that sign up to receive our newsletter.



SMITHEDC Newsletter

Everyday Carry for the professional

What it is and why you need it.

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Everyday Carry is for Everyone

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Bags, Wallets, and Bears, Oh My!

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The best gear for every office

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Outdoor offices are in!

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Image by Pexels from Pixabay

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No Office, No Problem
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Home offices are making an impact in Everyday Carry

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Working at Home Couldn't Be Better

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“I never considered Everyday Carry to be so professional looking and having everything I need. It's the best of both worlds!”

-Haley Leigh

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Image by Anrita1705 from Pixabay

Special Thanks to:

Editor:
Haley Leigh

Graphic Designer:
Grayson Dibben

Photographer:
Halee Henderson

Design Intern:
Alex Gaytan

Show Us Your Bag

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What's in Your Bag?

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Image by StockSnap from Pixabay

What's in your bag? Tag us on Instagram @SmithEDC with your Everyday Carry for a chance to win prizes.

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A Letter From the Editor

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Smith EDC



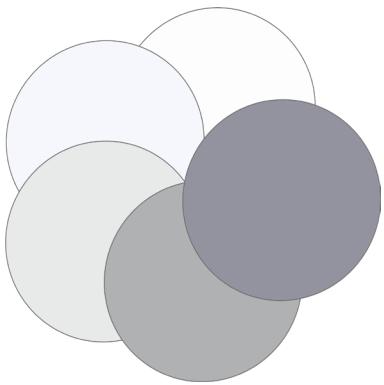
Interactive Ad Design

Client: Alex Smith

Prepared by: Haley Leigh

Purpose: This ad will be emailed out to a list of clients whose emails have been collected through previous events. The ad is to inform the audience of the opening of Smith EDC and to drive sales by offering a 15% off coupon for customers who follow the client on Instagram. The ad also lists a campaign on Instagram that offers customers chances to win prizes if they tag @SmithEDC in a photo showing their gear they purchased from the client. This tactic is to increase traffic on social media and increase the brand visibility on social media.

Similar campaigns should be followed to increase traffic on other social media sites and to increase sales. Discount codes will be sent to customers in the same format of ad for special events and holidays.



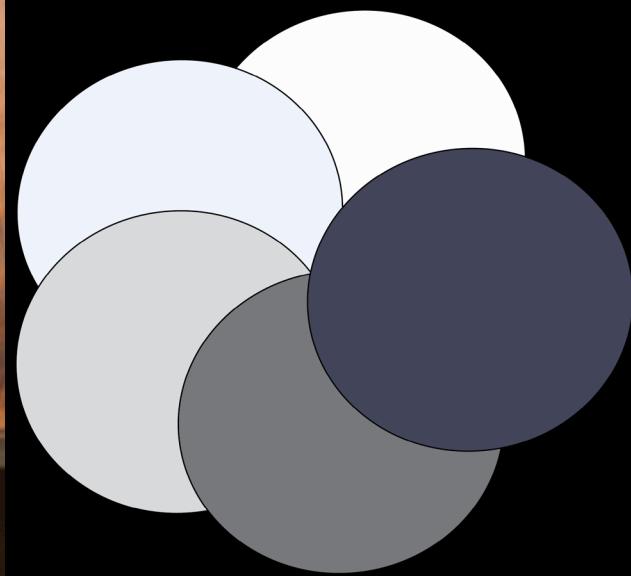
Follow Us!

Follow us on Instagram and
DM us for *15% OFF*

Tag us on
Instagram with
a picture of your
new gear and
you can win
extra prizes!



photo created by freepik - www.freepik.com



Smith EDC

Smith EDC

Brochure Design

Client: Alex Smith

Prepared by: Haley Leigh

Purpose: The purpose behind the brochure is to inform the public and target audience of the grand opening of the brick and mortar store Smith EDC. The brochure will contain information for consumers who are unaware of what EDC is (everyday carry products such as tech bags) and it will contain information about the brand. This information will discuss the local founder and why consumers should shop local.

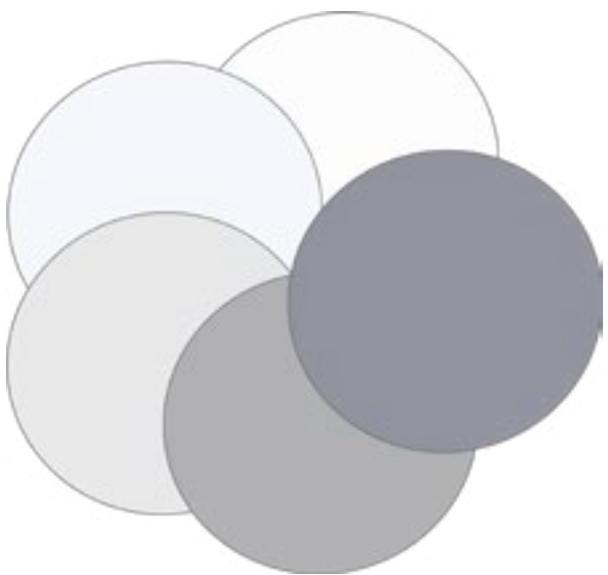




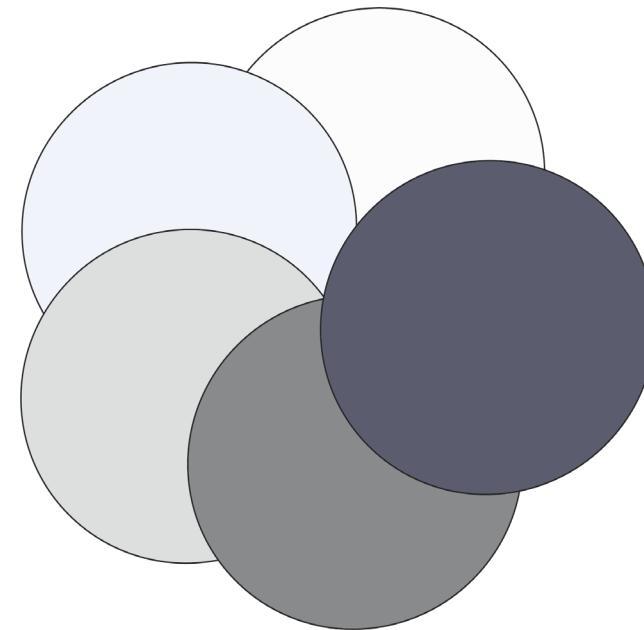
Image by ScottPeck from Pixabay

Why Shop Local?

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Define Your Style With Smith EDC

Personalizable Everyday Carry Bags!

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What is EDC?

Every Day Carry! What's That?

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Visit Us:

Mon-Fri: 7 am - 9 pm

Sat & Sun: 10 am - 10 pm

Grand Opening: 6 am - 10 pm

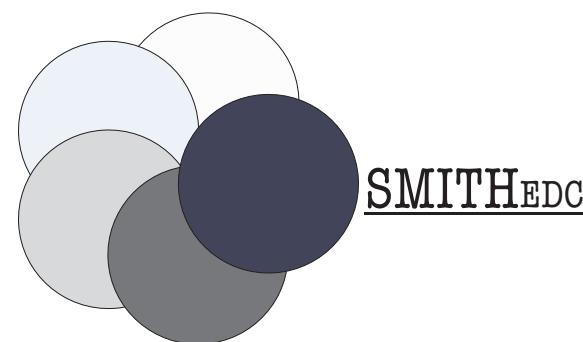
Contact Us:

402-555-3333

@smithEDC

smithedc.com

1133 Not Real Drive Omaha, NE 68106



Our Mission

Our mission is to bring the convenience and necessity of Everyday Carry products, and add a personalizable touch. Whether your office is at home, in the woods, or in a cubicle: Smith EDC will provide you with the cost efficient and stylish gear

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photo created by freepik - www.freepik.com



We're Open!

Come give us a
warm welcome to the
neighborhood

Wednesday April 22!

Grand Opening Hours:
6:00 am - 10:00 pm

Mention this brochure and
receive \$10 off your first
purchase!

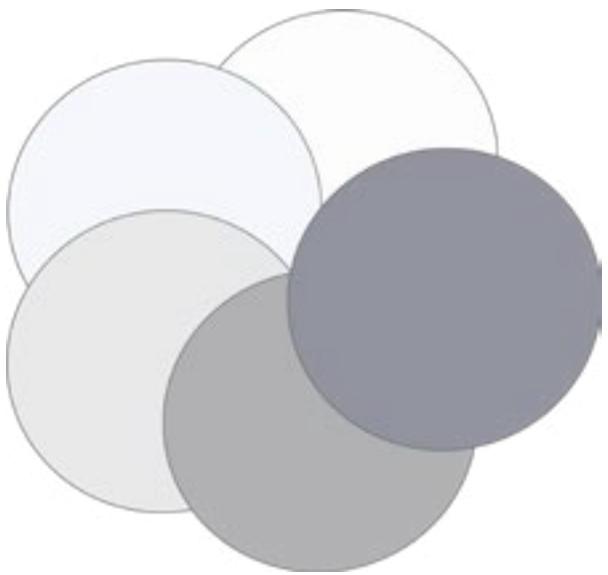
Smith EDC

Direct Mail Design

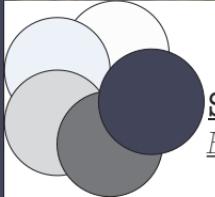
Client: Alex Smith

Prepared by: Haley Leigh

Purpose: The purpose behind the Direct Mail piece is to inform the public about a sale going on for the Personalize Me collection of Everyday Carry gear. This postcard is designed to increase customers that come in during the first week of the store being open. The image on the cover is to show the diversity of customers the brand is targeted to. This direct mail will be sent to houses in student and recent graduate heavy neighborhoods.



No
matter
what
your
office
looks
like,
Smith
EDC can
handle it.



SMITH^{EDC}

Everyday carry for the professional

Get 10% OFF our
Personalize Me collection
when you shop
April 25 - May 5!



Citation Page

Brochure:

<https://www.freepik.com/free-photos-vectors/people>

People photo created by freepik

Image by Scott Peck [Scott Peck](#) from Pixabay

Image by [Pexels](#) from Pixabay

Interactive Ad:

<https://www.freepik.com/free-photos-vectors/people>

People photo created by freepik www.freepik.com

Newsletter:

<https://www.freepik.com/free-photos-vectors/background>

Background photo created by freepik - www.freepik.com

Image by [Pexels](#) from Pixabay

Image by [Anrita1705](#) from Pixabay

Image by [Alexas Fotos](#) from Pixabay

Direct Mail

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People photo created by freepik

<https://www.freepik.com/free-photos-vectors/people>

People photo created by freepik

Logo and Stationary

Design created by Haley Leigh