



Lance App

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MEET THE TEAM



Krist Qu

Graphic Design Specialist



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Account Manager & Strategist



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Multimedia Designer & Videographer

ABOUT LANCE

Lance is the first ever on-demand photography application that allows consumers to book a professional photographer for a session as short as 5 minutes.



BRAND STRATEGY

TARGET AUDIENCE:

- ★ PRIMARY: College students (IU for now)
- ★ SECONDARY: Local parents with young children and high school students

SUPPORT:

- ★ App is easy to navigate
- ★ Allows consumers to book a photo session for as short as 5 minutes
- ★ Provides high-resolution photographs directly on the app

BENEFIT:

- ★ Lance allows you to preserve your favorite moments and hold onto your memories forever.

TONE:

- ★ Youthful, witty, hip, & relatable to Gen Z





SWOT ANALYSIS

STRENGTHS:

- ★ Quality service
- ★ Convenient
- ★ User-friendly app
- ★ Unique service
- ★ Seamless integration to market

WEAKNESSES:

- ★ Not enough photographers to be on call
- ★ Lack of brand recognition

OPPORTUNITIES:

- ★ Expand to other college campuses
- ★ Market towards other demographics
- ★ Grow social media presence
- ★ Strengthen brand voice/ tone
- ★ Advertise more to photographers

THREATS:

- ★ Competition from locally established photography businesses

BRAND STORY

Picture this: it's the first day of spring. I mean the *real* first day of spring. Not a day on the calendar that remains stagnant every year. I'm talking about that first day when you step outside and the air is different. The world smells different. A calm burst of wind comes over you, followed by the warm blanket of sunlight you had almost forgotten the feel of.

Everyone on campus is wearing shorts, even though it is barely 60 degrees because you haven't had many days like this one and you do not want to take it for granted. You sit on a lawn outside with your friends taking in every breath of fresh air because you don't know how long this will last and you so want to capture this moment and hold it forever.

That's where we come in. Lance is available at the click of a button to send a professional photographer wherever you are to capture this fleeting moment with the people you care about most. These are the best years of your life and Lance wants to be there to ensure you will always be able to remember them.

Photos are what will remain of our years here when our memory fades and our time as Hoosiers becomes more and more distant. We will surely remember Assembly Hall, Wells Library, and Little 500, but it's the days like these that might get lost in the shuffle and it's the days like these that we want to capture. Days that feel so normal they might not be memorable. These are the days we tend to forget because there was not some big event to commemorate it, but these are the days when we laugh with our friends and take in everything that makes Bloomington so special to us all.

POSITIONING STATEMENT

For the **moments** you never want to forget,
Lance is here to **capture** them **forever**.

TAGLINE

PROFESSIONAL

ON-DEMAND

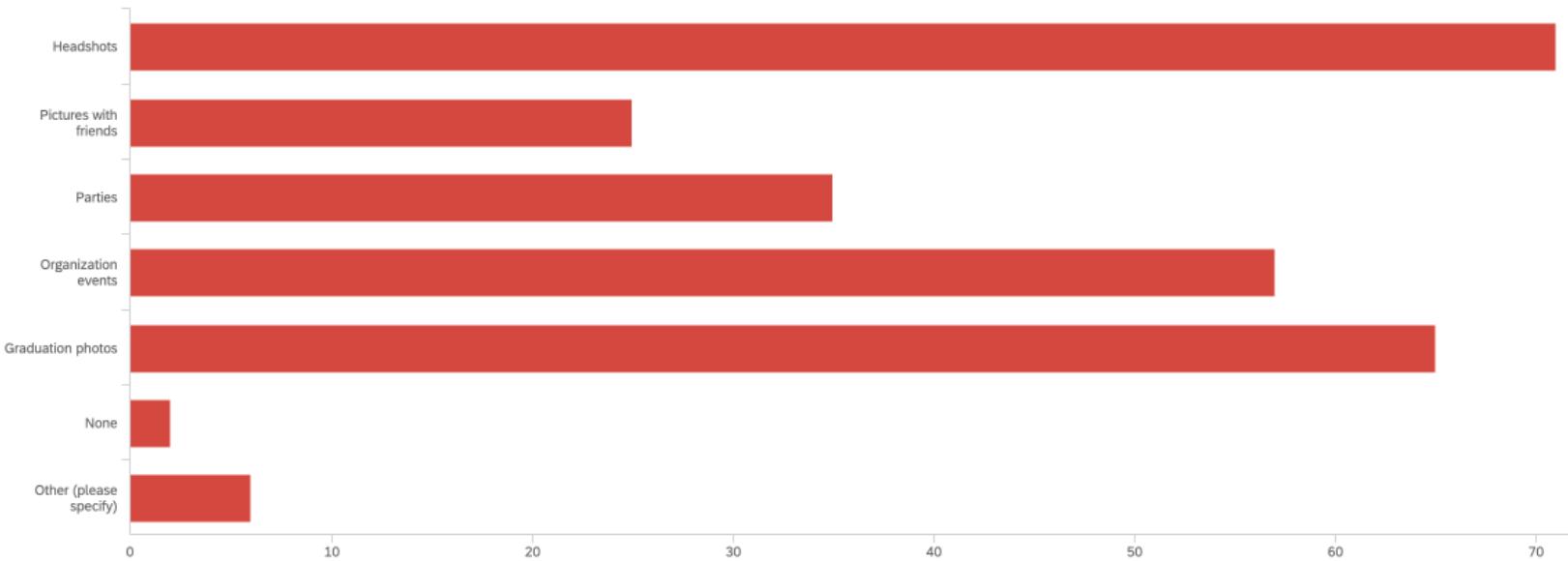
PHOTOGRAPHY

BRAND ESSENCE

When customers book a photography session through Lance, they secure a professional experience. Lance produces high-quality content for you with ease, so you don't have to worry about getting the perfect photo.

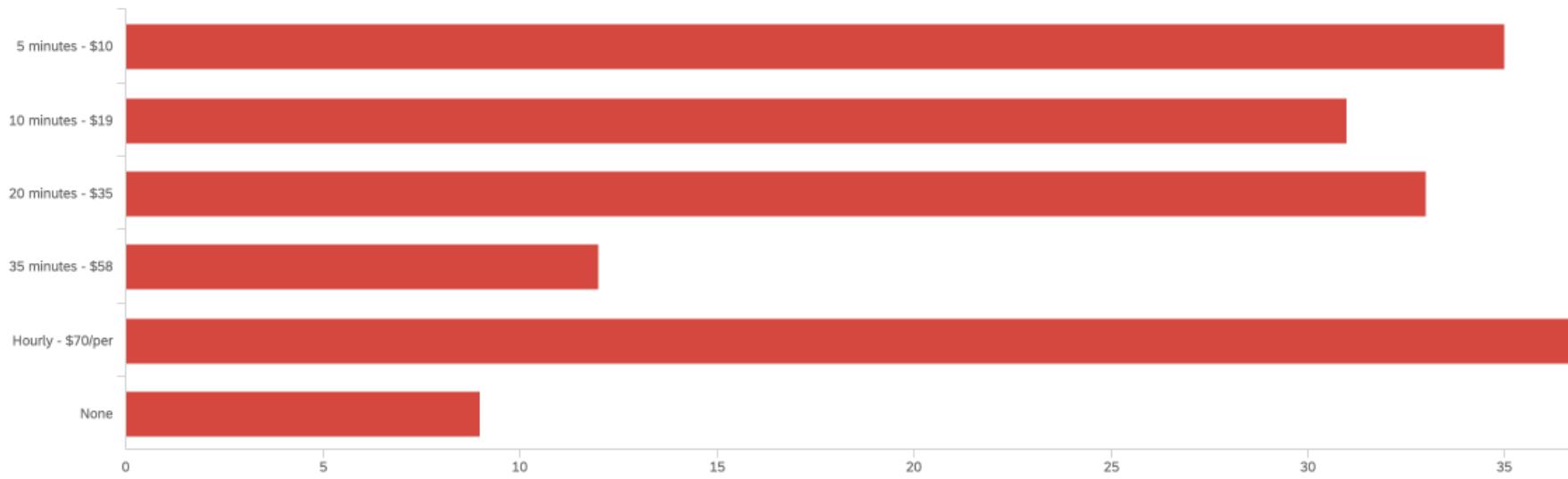
SURVEY RESEARCH DATA

Q8 - Would you pay for a photographer for... (Select all that apply)



SURVEY RESEARCH DATA

Q9 - What option would you be willing to book? (Select all that apply)



BUYER PERSONA #1

Justin – Beer Pong Frat Superstar



"Never lost a party."

AGE 21
GENDER Male
OCCUPATION Student
STATUS Single
LOCATION Bloomington, IN

Driven Crafty

Social Influential

Bio

Justin is an undergrad at Indiana University. He recently turned 21 years old. He is a member of a fraternity on campus. He lives with his fraternity brothers in a house on North Jordan. His parents still support him financially. He likes to play drinking games and study with his friends at Wells Library. His favorite bar on campus is Kilroy's on Kirkwood. He enjoys playing pick-up basketball on the weekends and sleeping in.

Personality



Brands



Goals

- Get a girlfriend
- Take good photos with his friends
- Win the hot wing challenge at KOK

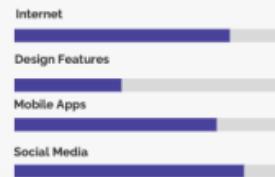
Frustrations

- His friends take bad photos of him
- He doesn't have anything to post on Instagram and dating apps

Motivations



Technology



BUYER PERSONA #2

"Susan" – The 'Does It All' Wife and Mother



Nothing beats family time

AGE 41
GENDER Female
OCCUPATION Housewife/ mother
STATUS Married
LOCATION Bloomington, IN

Innovative Creative
Caring Energetic

Bio

Susan lives in Bloomington Indiana with her husband and five children. Her children range from elementary to high school aged. She is constantly keeping herself busy by attending her children's dance recitals and soccer games. Her hobbies include interior design, art, and cooking. She praises herself for having the 'Best Banana Bread in Bloomington.' On the weekends, you may find her hiking or painting. She values her family and their dog Dotty over everything else.

Personality



Brands



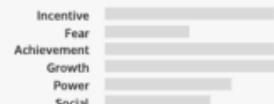
Goals

- Learn new recipes to make for her family
- Finally get a nice Christmas card photo of her big family

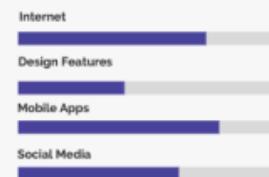
Frustrations

- Can never get the family dog to sit for a photo
- Doesn't have enough high-quality photos from big life events

Motivations



Technology



BRAND ELEMENTS

Name:

LANCE

(Name provided by client)

Logo:



(Logo design provided by client)

BRAND DELIVERABLES: POSTERS



LANCE

ON-DEMAND PHOTOGRAPHY

Skilled freelance photographers ready to capture the moment with only 2 hours notice.

Download 'Lance Photo' from the App Store to book today!



ANY MOMENT CAN BE PHOTO WORTHY

Think of us for your next...

- Social gathering
- Headshot
- Graduation
- Formal
- Pre-Game
- Senior Pictures



INSTAGRAM: @THELANCEAPP

INFO@THELANCEAPP.COM



BRAND DELIVERABLES: RECRUITMENT POSTER



**WE
ARE
HIRING**

CONTACT US IF YOU ARE
INTERESTED

312-694-3380

Info@thelanceapp.com

On-demand photographer needed

- Own your own professional quality camera
- Get paid to do what you love!

BRAND DELIVERABLES: BILLBOARD



LANCE APP
**PROFESSIONAL
ON-DEMAND
PHOTOGRAPHY**



BRAND DELIVERABLES: PROMOTIONAL VIDEO



SOCIAL MEDIA POSTS

1:30

THELANCEAPP Posts

1:31

THELANCEAPP Posts

thelanceapp Fiji

thelanceapp Kappa Alpha Theta, Beta Chapter, Indiana University

View all 19 comments

Liked by maryengels98 and 190 others

thelanceapp Saturday Night Theta (Fever)! Groovy! 🌟

#saturdaynightfever #beegees #iub #iubloomington... more

Book us for any sports/active shoots you might have! 📸: @ellekreamer

#fiji #phigammasdelta #redbull #iubloomington #iub #bloomingtonindiana #lance #lancephotography

March 7

1:32

THELANCEAPP Posts

thelanceapp Sample Gates

thelanceapp Gamma Phi Beta Indiana University

Book us for any Formal/Date party! 🎉: @ellekreamer... more

View all 5 comments

guobolot Whoever came up with this caption is very clever! ❤️

| wboelter @guobolot 🤪

February 25

STYLE GUIDE



#00aded



#ffffff



#231f1f

LANCE

Sans-serif

COVID-19 CHALLENGES

- ★ Client preferred to wait to publish the promotional video until after quarantine ends
- ★ Partnership with Fiji philanthropy dissolved after event cancellation
- ★ Promotional events at Sample Gates could not take place
 - Planned to have a photographer set up at Sample Gates during the day
 - Offer a free photograph - the catch: you must register an account with Lance App to receive photo
 - Promotion would drive app downloads and user creations
- ★ Little 500/ Graduation photo opportunities lost
 - Planned a big push around these events
- ★ Bloomington High School Prom/ Graduation
 - Planned to expand marketing towards this demographic

CONTACT LANCE

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Instagram: @thelanceapp



THANK YOU! It's been a pleasure working with you all

