

Visual Marketing Strategy

Kevan Meratinia



Biography



Kevan Meratinia

My name is Kevan, and I am currently working towards my Web Application and Cloud Developer ATA. My plan after I graduate is to land a job as a Full Stack Web Developer and later on do freelance work. In my free time, I enjoy playing basketball, skateboarding, cooking, fishing, camping, and hiking. I am also kind of a health nerd. I'm very passionate about health and wellness and enjoy reading and learning about nutrition.



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Campaign Overview



Creative Brief

Products / Services

Coffee

Target Audience

Coffee drinkers that live in Washington

Competition

Starbucks, Allegro, Peets Coffee, Stumptown, Cafe Vita, Fidalgo

Brand Personality

Laid back, local, and warm

Call to Action

I want customers to purchase coffee either online or in-store.

Unique Selling Proposition

We have traditional shade-grown heirloom coffee that is locally roasted in-house with a rural home town vibe.



SWOT Analysis

Strengths

1. We sell coffee in house, through our website, and at local grocery stores.
2. We roast the coffee in the house
3. We offer unique seasonal blends throughout the year
4. We offer competitive pricing for high-quality coffee
5. We have a cafe where you can enjoy our freshly roasted coffee, teas, and treats.

Weaknesses

1. We only have one roastery which hinders business growth
2. We are in an inconvenient location away from the greater Seattle area
3. The website is difficult to navigate and graphically displeasing
4. Our brand is not well known
5. We only have one cafe that is located on Vashon Island

Opportunities

1. The under-served areas are everywhere but Vashon island
2. Expansion of cafes
3. Providing a roastery experience in more locations
4. Establishing a brand in small and rural towns
5. An updated website and social media presence

Threats

1. Decreased business due to COVID-19
2. Big brands like Starbucks taking over all the markets
3. Stability of coffee bean prices
4. Cost of transportation to and from Vashon island such as increased ferry prices.
5. Increased shipping costs

Voice & Personality

Who doesn't love their morning coffee? In this essay, I will be talking about the advertisement campaign for The Vashon Island Coffee Roasterie. First, I will discuss the personality and voice of the business. Next, I will discuss campaign details. And finally, I will describe the voice used in the campaign.

The overall personality and voice of the roastery is warm, local, and laid back. The existing website presents dark colors like black, rust, and deep red tones, which gives it a warm hometown feel. On the homepage, it describes the roastery as "a cross-road between commerce and neighbors." I think that phrase really sums up the entire personality of the roastery: a neighborhood spot where friends and family can get together, sit down, have a cup of coffee, and grab some freshly roasted beans for the road.

For the advertising campaign, a new type of coffee roast will be showcased in the store. The goal of this campaign is to attract more people to the roastery and promote a new roast. With every purchase of a 12oz bag or more of coffee, 2% of the proceeds will be donated to the foundation of your choice. There are two options available: The Vashon Island Coffee Foundation and The Indigenous Environmental Network.

The voice used for the campaign will be a first-person local narrator. They will present the new coffee roast in a commercial from their own perspective portraying everyday experiences happening at the roastery that brings the community together. It will be broadcasted locally on Vashon Island, and throughout the rest of Washington for others to experience the authentic Vashon vibe. Details about the new roast and the two foundations will be showcased in the commercial. The overall mood of the campaign will be warm and authentic, which is what I believe is the essence of Vashon Island Coffee Roasterie.

Persona



Tony

Tony is a 67-year-old male that lives on Vashon Island, Washington. He has been retired for 5 years. He is a strong Christian and Libertarian. He lives with his wife Eleanor and has been married for 46 years. He also has a son that lives in Seattle with his girlfriend Kathy.

In Tony's free time he likes to golf, hang out with friends at local cafes on the island, cook, and go on beach walks with his golden retriever. He is a social type of guy that likes to spend time with friends and family hosting barbecue parties. He is often referred to as the life of the party.

Moodboard




Logo:



Color:

C: 26 M: 36 Y: 78 K: 2 R: 190 G: 156 B: 86 Hex: be9c56	C: 36 M: 64 Y: 100 K: 29 R: 131 G: 84 B: 34 Hex: 835422	C: 34 M: 84 Y: 100 K: 47 R: 107 G: 43 B: 18 Hex: 6b2b12

Typography

Paragraph:
(Font: Adobe Ming Std)

At The Vashon Island Coffee Roasterie our goal is simple... to provide you with legendary coffees of exquisite taste that you can feel good about buying.

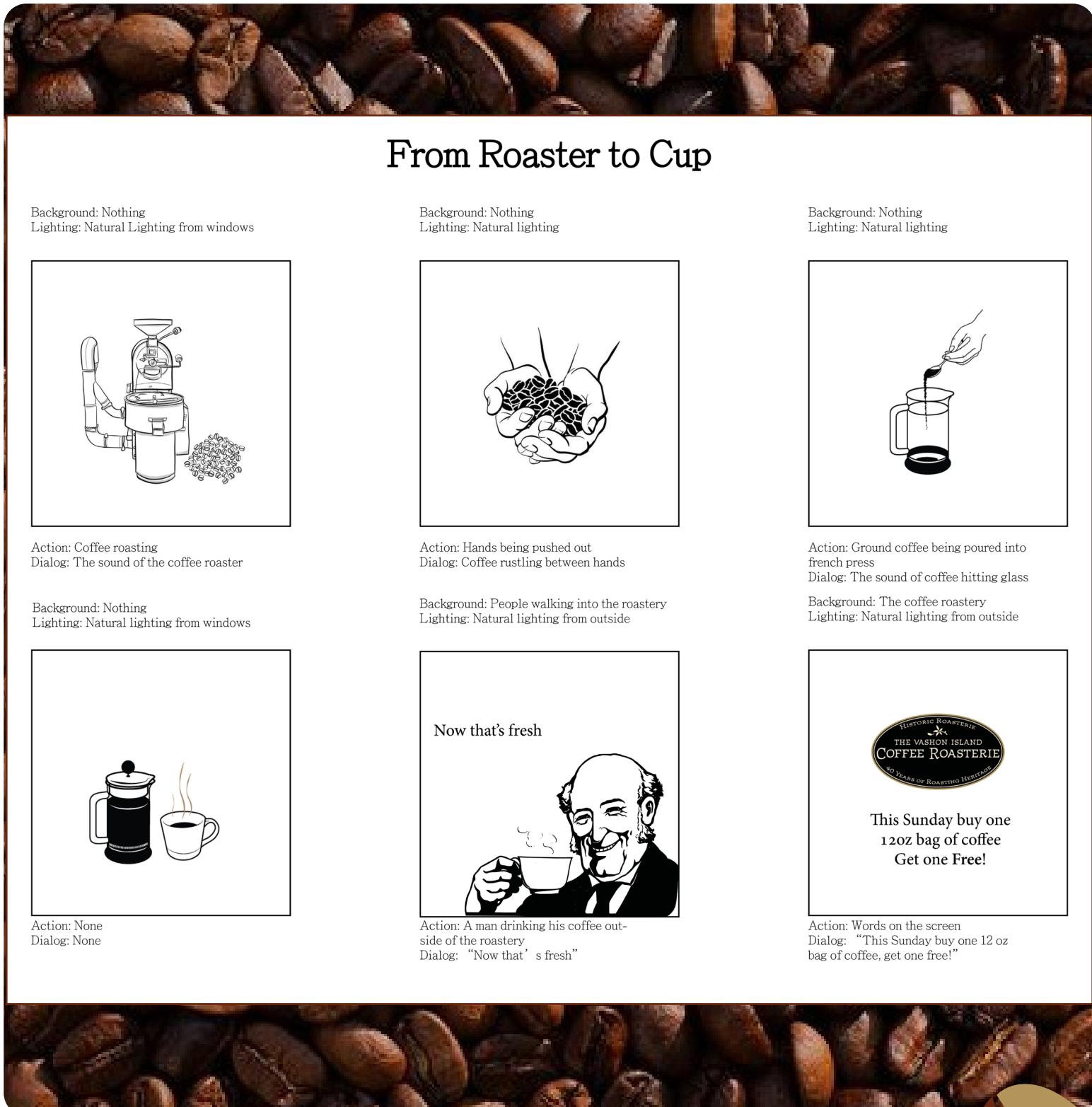
H1: HISTORIC ROASTERIE
(Font: Adobe Ming Std)

H2: Heirloom Coffee
(Font: Bookman Old Style)

Imagery



Motion Graphics

From Roaster to Cup

Action: Coffee roasting
Dialog: The sound of the coffee roaster

Action: Hands being pushed out
Dialog: Coffee rustling between hands

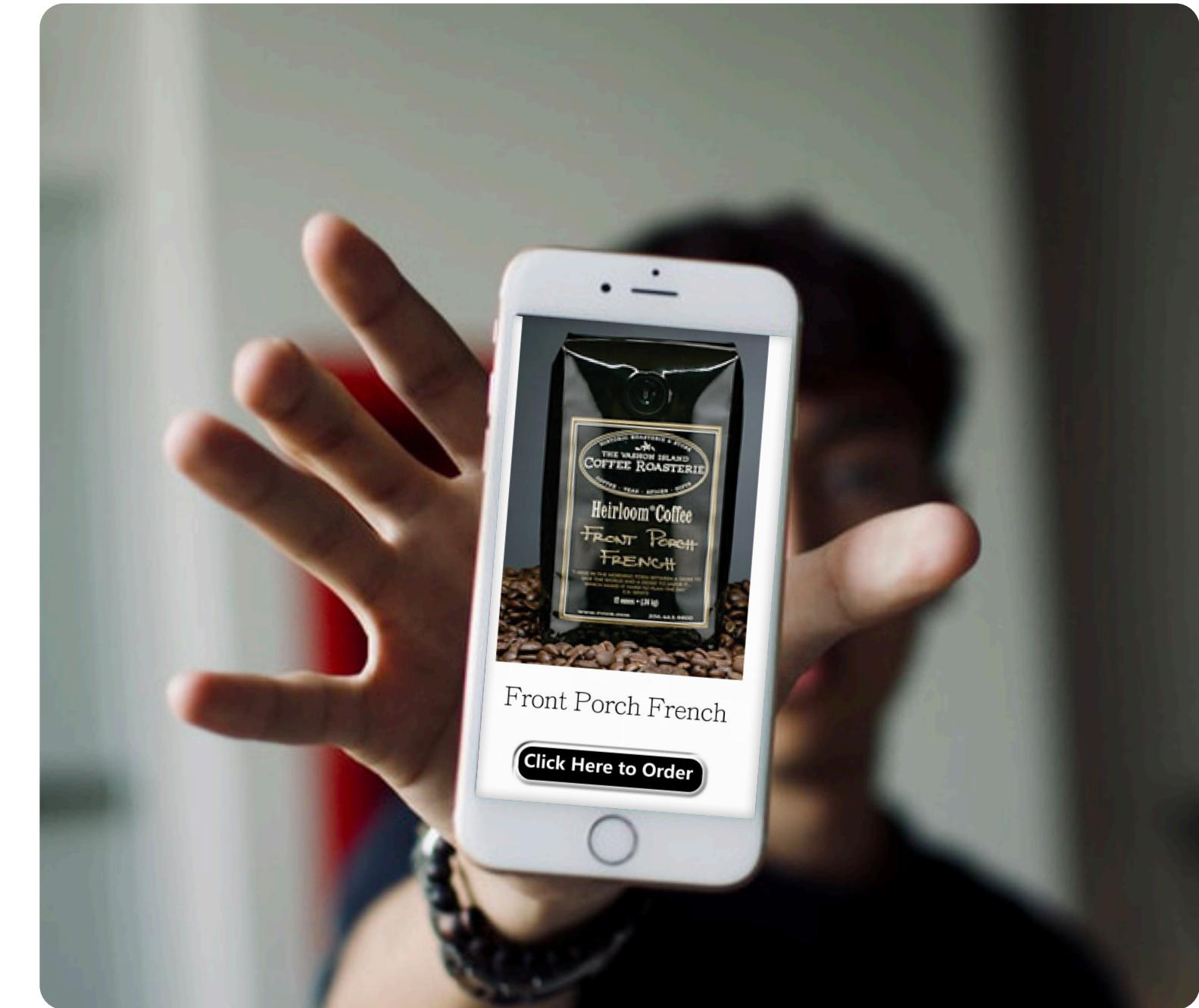
Action: Ground coffee being poured into french press
Dialog: The sound of coffee hitting glass

Action: None
Dialog: None

Action: A man drinking his coffee outside of the roastery
Dialog: "Now that's fresh"

Action: Words on the screen
Dialog: "This Sunday buy one 12oz bag of coffee, get one Free!"

Mobile



When the user clicks and hovers the navigation links the text turns bold. At the top I want the viewer to first see the logo of the company followed by the navigation bar in order to introduce them to the page. Next, the viewer will see a description of the business. Finally, the viewer will see pictures of the coffee with call-to-action buttons, so they can make their purchase. When the user clicks on an image of the coffee the viewer will see a gallery that pops up where they can scroll through from left to right to view the other types of coffee and can make a purchase if they would like.

Website



Desktop

Advertising Campaign



Online
↓

Sunday March 7th
Buy one 12oz bag of coffee
Get one Free!

HISTORIC ROASTERIE
THE VASHON ISLAND COFFEE ROASTERIE
40 YEARS OF ROASTING HERITAGE

CLICK HERE FOR COUPON

The purpose of this ad is to attract online users to the website and offer them a promotion. This will be seen in the advertisement sections of websites. Size: 300 x 250 px

The purpose of this ad is to attract online users to the website and offer them a promotion. This will be seen on billboards throughout Washington. Size: 14' x 48'

HISTORIC ROASTERIE
THE VASHON ISLAND COFFEE ROASTERIE
40 YEARS OF ROASTING HERITAGE

"Brilliant beans grown in the traditional wisdom of the past"
Get 20% off using coupon code: SPRING20 at www.tvicr.com

Billboard
↑

Magazine →

The purpose of this ad is to attract online users to the website and offer them a promotion. This will be seen in local Washington magazines.
Size: 8.5" x 11"

HISTORIC ROASTERIE
THE VASHON ISLAND COFFEE ROASTERIE
40 YEARS OF ROASTING HERITAGE

"Brilliant beans grown in the traditional wisdom of the past"

Get 20% off using coupon code:
SPRING20 at www.tvicr.com



“The coffee flavor manifests its characteristics through the land, the elements, and from the hearts of the people all along its way.”

— Eva

