

NINETY

THE  
MODERN  
MURAL

Campaign Book

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# SITUATION ANALYSIS

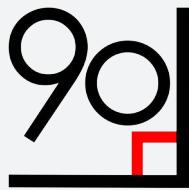


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NINETY

TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE.



## INTRODUCTION

The purpose of this Situation Analysis is to help the agency, Ninety, and the business owner, Jennifer Jeffers, survey the current state of the business as well as to study factors that may have an effect on the business's future success. The nature of this document is both professional and personal; while it will largely focus on statistics and the reality of the market, this analysis is also concerned with the values of the company and how they may influence marketing, design, and communication strategies. The objective is to create a clear snapshot of the business that will serve as a map to guide our team's approach to creating a purposeful and thoughtful comprehensive communication campaign.

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## OVERVIEW

The Modern Mural is a new sister company that will become a branch of The Stimple Stencil's growing family. The Simple Stencil opened in July of 2003 and is currently operating mostly as a sole proprietorship with the assistance of one part-time employee. A contracted marketing firm handles the social media and SEO for The Simple Stencil and designers, graphic artists, and bloggers are hired as freelance agents on an as-needed basis. Ms. Jeffers expects that the part-time employee will eventually become a full-time assistant as The Modern Mural is launched.

Currently, neither business has a defined mission statement. However, Ms. Jeffers is open to suggestions. This agency would like to propose the following possible mission statements:

- "To provide an environmentally conscious, modern, customer-centered product."
- "To create a product customers will love and the earth will appreciate."
- "To create products that have a huge impact... ...and a tiny environmental footprint."

The Modern Mural will offer customers the ability to order wall-sized environmentally-friendly murals in a range of sizes. The customer will be able to choose from preexisting designs, upload their own finished image or design, and upload and edit an image (live on the website) for printing. It is important to Ms. Jeffers that this brand have room to grow in the future. The printer used to create the murals is able to print on a plethora of different substrates, and Ms. Jeffers wants to make the company and branding open enough to allow her to potentially branch into other textiles/products like pillows.

## TARGET AUDIENCE

### AGE RANGE, EDUCATION, AND GEOGRAPHIC LOCATION

While there is no existing demographic information for The Modern Mural because it is a brand new business venture, there are some deductions that can be made based on information that is available. First, the price of the murals is significantly higher than the vinyl wall decals provided by its sister company, The Sister Stencil. The increased cost investment required for a wall mural leads Ms. Jeffers to believe that the primary audience will be businesses and organizations, such as hair and nail salons and spas, churches, schools, and libraries, for example. Murals can be added to windows which can be attractive for businesses with storefronts such as those in shopping centers. This can be an easy way for a business to feature its logo prominently on a large wall. Schools can use these in gymnasiums and teachers lounges. Hospitals can use murals in children's wings to lessen the trauma of the children's hospital stays. The safety of the latex product being used in the murals supports the use of these murals around children. They can also be used in nursing homes, for example, to bring in beautiful scenery to patients who have limited mobility. Therefore, the target audience will likely be office managers, business owners, and organizational leaders.

These products will also likely be used by interior designers. Again, focusing on the nontoxic nature of the latex products, these murals can be featured in nurseries and children's rooms, as examples. They are also a great addition to a large room to make a feature wall. Ms. Jeffers has a national client base for The Simple Stencil business and it is expected that she will have a similar geographic customer base.

### PSYCHOGRAPHICS AND CONSUMER TRENDS

The target audience likely stays up to date on trends in the workplace, from a perspective of making the spaces better for employees and customers. There is a buzz surrounding the use of murals in businesses and hospitals. Here are some highlights:

- According to an article on pixers.com from January 2017, murals are being used in work spaces to improve the well-being of employees. These new office designs will reflect our home spaces, and include comfortable furniture, candles and wall murals, to start.
- Architectural Digest wrote in May 2017 that "Yes, you need a wall mural," in your restaurant. It further suggests that a mural may be a good idea at home, too, because "it can look fantastic."
- Murals also are featured in Twitter's Manhattan office, according to Business Insider who toured the space in May 2017. There is a space where murals change regularly to highlight various social causes.
- Fox News wrote about murals in December 2016, saying murals are a great way to "personalize" your home. They suggest finding one that correlates with your interests, or making one from a photograph or work of art.

Yet murals go beyond design, and can be helpful in hospitals too. The Saint Joan de Deu-Barcelona Children's Hospital in Barcelona has embraced the therapeutic benefit of using murals in a children's hospital. Their murals recreate a space voyage in their imaging department, which improves the difficult experience for both children and their families. Using latex-based murals, as The Modern Mural uses, also ensures that the murals are safe for "sensitive indoor locations,"

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according to the article by HP whose printing technology made the murals possible.

Extending on this unique feature of a "greener" and safer option for wall murals, the target audience will likely also be health and environmentally focused having targeted a business like The Modern Mural who can provide a safer option in wall murals.

In fact, an April 2017 article on "Sustainable Interior Design for Homes" in the Indian Journal of Science and Technology notes that interior design should create desirable spaces, but be mindful that the effects of that design can extend beyond the space that is being designed and into the neighborhood. It can also affect the wellbeing of those who will use the space. In an indoor space, it is important for designers to be mindful of indoor air quality and avoid products with harmful toxins like "Volatile Organic Compounds (VOCs), Urea-Formaldehyde, Formaldehyde, and certain flame retardants."

## INDUSTRY ANALYSIS

### TRENDS

Technological advances (like the eco-friendly printer employed by The Modern Mural and online ordering platforms) are allowing the wall covering industry to grow by leaps and bounds. It is projected that by 2022 almost \$37 billion will be spent in the U.S. on wall coverings. (Global Industry Analysts, INC., 2016) Granted that the products produced by The Modern Mural will most-likely fall into the "other wallpaper" category that makes up about 23% of the market, The Modern Mural will earn a piece of an \$8.5 billion market in the coming years. (Global Research and Data Services, 2014)

With the versatility of Ms. Jeffers's product(s) it is also worth mentioning that the interior design industry (a \$15 billion industry in 2016) is also projected to continue to grow steadily; in line with the 7.8% average annual growth seen between 2012 and 2017. (IBISWorld, Interior Design, 2017)

### MACRO-ENVIRONMENTAL ANALYSIS

As mentioned in the earlier discussion of The Modern Mural's target audience, it is expected that these products may largely be purchased for commercial uses as well as in residential settings. In 2016, commercial building was a \$204 billion industry growing steadily from 2012 to 2017 at a rate of about 10.5% annually. IBISWorld points out that this industry "has benefited from an increased demand for office space since 2012", which could create a significant opportunity for The Modern Mural to grow. (IBISWorld, Commercial, 2017)

Similarly, the apartment and condominium construction market could be another market for The Modern Mural to tap into. This market is growing ever-so-slightly faster than commercial construction (11%) and grossed approximately \$39 billion in 2016. (IBISWorld, Commercial, 2017)

The versatility, eco-friendly printing technique, and associated materials make The Modern Mural's products significantly more versatile than traditional wallpapers. The ability to cleanly remove vinyl products like The Modern Mural's murals makes these products accessible not only to homeowners, but also to renters, which captures the 35% of households that were previously excluded from the wall covering market. (US Census Bureau, 2016) In the U.S., \$163 billion was spent on rental properties in 2016. (IBISWorld, Apartment Rental, 2017)

Although significant competition for The Modern Mural exists, there is also a large enough market with a healthy growth-rate that can support a great number of competing businesses. As will be further discussed in the Competition section of this Situation Analysis, The Modern Mural may also satisfy a niche market of eco-friendly and/or safe wall coverings.

## COMPETITION



### COMPETITORS AND STATISTICS

- Spoonflower  
199,000+ Facebook Likes  
Facebook, Twitter, Pinterest, YouTube, Instagram, Flickr  
AS SEEN ON: HGTV, Apartment Therapy, BuzzFeed, Martha Stewart, ELLE Decor
- Wall Sauce  
43,500+ Facebook Likes  
Facebook, Twitter, Pinterest, YouTube, Instagram, LinkedIn, Google Plus
- Murals Your Way  
26,000+ Facebook Likes  
Facebook, Twitter, Pinterest, YouTube, Instagram, HOUZZ, LinkedIn  
AS SEEN ON: Martha Stewart Living, HGTV, DIY Network, Food Network, Extreme Makeover Home Edition, Today, American Diner Revival
- MuralsWallpaper  
5,500+ Facebook Likes  
Facebook, Twitter, Pinterest  
AS SEEN ON: House Beautiful, ELLE Decor
- Magic Murals  
5,500+ Facebook Likes  
Facebook, Twitter, Pinterest, Instagram, Google Plus
- Eazy Wallz  
1,500+ Facebook Likes  
Facebook, Twitter, Pinterest, Instagram, Fancy.com



### SUMMARY

Although The Modern Mural classifies its products as "wall murals", they are similar enough in nature to peel-and-stick wallpaper that their target audiences would have significant overlap and should therefore be considered together. The more important distinction is between corporate and personal use. The one competitor that actively markets to businesses is Magic Murals.

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Just a few of our many clients



[Click here to view a list by Industry](#)

While Magic Mural's IMC is slightly lacking from platform to platform, they seem not to be marketing directly to the public. Instead, they are trying to reach businesses by making their connection to other respected businesses prominent on their website. Not only do they feature a scrolling banner of their clients' logos, but they also display links to their collection that is a collaboration with National Geographic and "Color Me!". Magic Murals brings to light an opportunity for The Modern Mural: creating a relationship with franchises to optimize exposure and repeat purchases. Magic Murals has also optimized their non-organic SEO and appear at the top of the search results in Google.

The top three most popular sites (judging by the audience that they reach on Facebook) all exhibit strong IMC. Their logos, voices, and aesthetics are consistent across their media channels. All three also post regularly on their channels an average of 5 times per month. Spoonflower, Murals Your Way, and MuralsWallpaper all take an additional step to help legitimize their business/lend strength to their brands by advertising the brands that have featured their products like HGTV and the DIY Network.

## COMMUNICATIONS STRATEGY

### CURRENT COMMUNICATIONS GOALS

Ms. Jeffers says she considers herself an introvert and enjoys working privately, however her success at building a significant following for The Simple Stencil is quite impressive. She has a social following of nearly 15,000 people, the majority of which she has grown organically. Ms. Jeffers has, however, hired a marketing firm approximately four months ago to handle her social media platforms. Her goal is to see continued growth of the fan base, despite noticing a slowed rate of growth over the past year. She wants to continue to reach out to her fans on social media and wants to create social media pages for The Modern Mural.

She also wants to be able to communicate well with a team of employees. While there are several ways to do this, it is possible that social media may be a way that she can acknowledge the exemplary work of her team as she moves forward. This also serves to show her fan base an authentic side of her company through a behind-the-scenes view of the company, which is usually well received by the public.

### HOW DOES THE ORGANIZATION REACH THE PUBLIC?

Ms. Jeffers prefers to offer her products online for a variety of reasons. Providing a platform for customers to place their orders

online reduces direct interaction with customers and saves time, which lowers the costs of the products because less manpower hours are needed per project. Ms. Jeffers is happy to work with clients on custom designs, but prefers to have those conversations via email primarily, and if needed by chat or phone, and finally in person as a last resort.

### CLIENT'S POSITIONING AND BRANDING

Currently, the potential for strategic positioning for The Modern Mural is endless, as it is a new company. Ms. Jeffers wants to focus on the "green" environmentally and health conscious benefits of using a latex ink in the printing of her murals. This technique sets her apart from her competition and will help position this new business as offering a unique benefit to its users.

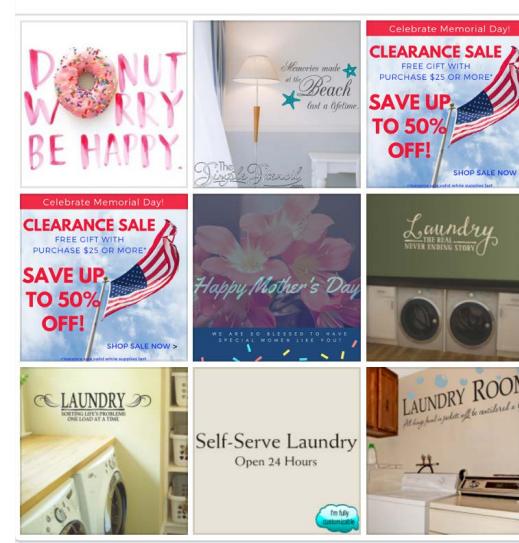
Additionally, Ms. Jeffers has been in the wall decal business since 2004, positioning her as an expert due to her 13 years of experience in the relatively new industry. She has also been very successful for what is a small operation, having consistently had well over \$100,000 in sales for each of the last 8 years. Referencing her years of experience in the industry will also help position her well against the competition.

The branding for The Modern Mural will feature a modern design with a nod to being environmentally safe through the use of green colors. The color green in branding is often associated with health, as cited in an April 2016 article in Entrepreneur.com. (Ciotti, G., 2016)

### CURRENT SEO

Ms. Jeffers current search engine optimization has been organic. She credits most of the success to the length of time she has been in business online, which is longer than most of her competition. She has provided free products to bloggers for reviews on their blog, and has used the Google product pages as ways to promote her goods. She has written individual product descriptions for her wall stencils. However, due to the lack of mobile responsiveness, the site's search engine ranking has dropped.

### SOCIAL MEDIA AND ONLINE PRESENCE



The communications strategy of the new venture, The Modern Mural, will be very similar to the existing communications strategy for The Simple Stencil, which is a sister site. Ms. Jeffers finds the most success with Pinterest, Instagram, and Facebook, but also uses LinkedIn and Twitter.

Ms. Jeffers built up the existing fan base for The Simple Stencil on her own, impressively acquiring more than 10,000 Facebook followers organically. Once the growth slowed, likely due to algorithm changes made by Facebook, she hired a marketing firm for social media management to help continue the growth and free up her time from the day-to-day management of the social platforms.

Currently, The Simple Stencil is very active on Facebook, posting once or twice per day to its more than 11,000 fans. Their Facebook page is linked to their website through a "Shop Now" button located beneath their cover photo. Despite the large following, overall engagement on

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Facebook is low. Some of the most "liked" posts are those with children and dogs. The most popular post in the past month is the Star Wars Day post when the page shared a post featuring a video of children learning that Darth Vader was Luke's father with 28 reactions from followers.

The Simple Stencil shows off its expansive collection by targeting its posts to the interests of its followers, such as newlyweds, music fans, teachers, new graduates, wine lovers, and more. It also has a great post that encourages new customers by sharing that many people like to add a simple laundry room decal to start. There are six videos that have been shared to the Facebook page since June 2011, the most recent of which was in March.

Similarly, The Simple Stencil has an active Twitter account with 1,635 followers. The brand tweets to its followers about once a day with similar content that is shared on Facebook. Again, engagement here is low with most tweets only receiving one "like" or retweet at most. The brand follows slightly more people (1,764) than follow it, but has only liked 78 posts since it started on the social media platform in December 2008. It has made 3,622 tweets during that time, which averages out to be 0.9 posts per day. Branding between the cover photos of Facebook and Twitter are identical which helps followers identify the company on both platforms.

The Pinterest page features a wide variety of content organized into 48 themed boards, such as new decals, teacher appreciation, foyer, religious, baby nursery, and more. The page has 1,479 followers. A cursory review showed that the pinned images are linked back to the website. The profile image for the Pinterest Page is a monogram "S" instead of the company's logo, which may make the page harder to identify for customers and weakens the overall IMC.

The Simple Stencil's YouTube page features six videos posted in the past five years. The most recent video was posted one month ago. They have 78 followers on YouTube. The videos are not identical to the videos posted on the Facebook page, so there could be more videos on both pages. Their most popular videos on YouTube are holiday themed videos. The oldest video from December 2011 has the most views with 3,374 views. Similar Thanksgiving and Christmas videos have also been popular. The Thanksgiving video from four years ago has 293 views, while the Christmas themed video from one year ago has 211 views. The logo on the YouTube page is consistent with the Facebook and Twitter pages and the website.

The brand's final social media presence is on Google+, where their last post dates back to six months ago. The engagement on this page is also low with most posts having only one "+1."

The Simple Stencil also is active on its blog with regular posts. There are 15 blog postings featured on the main Blog page divided up into "Featured Designs of the Week" and "Featured Decorating Tips." However, there are plenty more blog postings that are available via the drop down menus in the blog navigation bar. The company encourages sharing of the blog content through buttons that allow

sharing on Facebook, Twitter, Pinterest and by email.

Ms. Jeffers also does conduct a small remarketing campaign that targets customers who found her on mobile. However, because her existing The Simple Stencil site is not mobile friendly, she is targeting those customers when they are on a desktop. She also runs some small Facebook and Pinterest ads, which are effective, but she is unsure of how much to invest in this advertising.

## SUGGESTIONS TO UNIFY AND STRENGTHEN THE IMC CAMPAIGN

As Ms. Jeffers adds on a sister website to The Simple Stencil, her new venture, The Modern Mural, will be faced with how to represent the new brand on social media. It is our recommendation that the brand should create separate social media accounts for the new brand. This will ensure that the branding for The Modern Mural is represented and that the new audience is targeted. However, it is suggested that cross promotion is done to help build the social media following and web traffic of the new brand. By doing so, The Modern Mural can build off the existing audience on social media instead of starting from scratch.

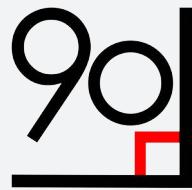
It is highly recommended that Ms. Jeffers and her marketing team use social media ads to build engagement and following. This recommendation comes in light of the fact that Ms. Jeffers' competition is likely using social media to advertise to their potential customers, and having great success with it. An article by Hootsuite in November 2016 shows that more than 35 percent of all display advertising in the U.S. is on Facebook. And Hootsuite adds that 95 percent of social media managers say Facebook offers the best return.

Facebook is also where the people are. According to Huffington Post, the social media platform boasts more than 1.59 million users with a widely differentiated demographic. With all those people with their various backgrounds and interests, Facebook has made it easy to target very specific topics. A search for "murals" in the detailed targeting section of the Facebook ad manager shows that more than 13 million people are interested in the topic. Nearly 29 million people are interested in HGTV. While this may not be an exact match, it is likely that people interested in the home renovation-focused network may find wall murals appealing as well. Additional ad targeting phrases to be considered include "wall art" with 210,960 people interested in that phrase on the platform, "home decoration & design" with 172,186 people, and "décor home ideas" with 478,680 people. Once web traffic is established to the new website, a lookalike audience can be created from that web traffic and can be highly effective at increasing brand awareness by targeting people with characteristics that are similar to those who are already visiting the site.

Engagement on Facebook and other platforms could be increased by posting questions for the followings, such as "this or that" posts asking fans to comment with their favorite of two images. Questions are a simple way to encourage people to post. For example, on #AdoptAShelterPetDay, the brand could have combined the two posts they made that said "All you need is love and a cat" and "All you need is love and a dog" into one light-hearted post and ask people to vote whether they were a dog or cat person.

Videos have become the king of content. Simply sharing more videos, whether they be slideshows of existing murals like the brand does now, or behind-the-scene videos, or tutorial videos, is a great way to increase engagement with followers. And sharing those videos across platforms will increase their reach. It is advisable for brands to upload content separately to YouTube and Facebook because Facebook prefers content that is uploaded natively to its platform. The brand can also engage more with its followers on Twitter. That engagement will only nurture more engagement with its own posts.

Adding a button or form to sign up for blog postings will also serve to drive more traffic back to the site with each blog post. Adding a comment section to the blog will also create more content on the site. Both of these techniques can assist with search engine rankings.



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## S.W.O.T. ANALYSIS

Ms. Jeffers will be able to use her previous experience building The Simple Stencil into a successful venture as she opens and grows The Modern Mural. Fourteen years' experience and her reputation for providing excellent customer service will help position her immediately as a trusted industry expert. The move toward a "green" water-based latex ink for the murals will also place The Modern Mural in a smaller niche, perfect for those who want to live and work in healthier environments as well as those who are required to choose safer options for the people it services.

Ms. Jeffers's experience of growing The Simple Stencil into the company that it is today is a testament to her strengths as a savvy businesswoman, but the launch of The Modern Mural may introduce some planning and staffing hurdles that have not yet been cleared. While she has acknowledged that a part-time employee may transition into a full-time position, there are many other facets of the underlying infrastructure that will need to expand and evolve to support this new venture.

The Modern Mural has the opportunity to differentiate itself from its competition through promotion of its non-toxic ink options, excellent customer service, and high-quality goods. It also will have the advantage of having an existing customer base to target for new business and brand advocacy. The marketing plan that will be key in the construction of Ninety's comprehensive communication campaign will focus largely on how these strengths will allow The Modern Mural to rise above a continuously growing number of competitors.

### STRENGTHS

The Modern Mural will break into its market with a proven track record of excellent customer service and 14 years' experience in its industry through its association with its sister company, The Simple Stencil.

The Modern Mural will allow customers to order a mural from a database of existing designs while also offering a platform for custom designs.

The Modern Mural stands apart from its competition with its latex-based printer offering less toxic, more environmentally safe, wall murals that are safe for hospitals, nurseries, and schools.

### WEAKNESSES

While The Simple Stencil was a pioneer in online wall decal sales, The Modern Mural is entering a wall mural industry that is already becoming saturated – which may make it more difficult for The Modern Mural to earn a lion's share of the market space.

The existing infrastructure that supports the operation of The Simple Stencil may not be robust enough to support both sister companies; expansion may be necessitated.

There is not any existing data on SEO, traffic, or other metrics for The Modern Mural.

### OPPORTUNITIES

The Modern Mural can distinguish itself as the leader in wall murals that are non-toxic and environmentally friendly with a marketing message that focuses on the latex-based inks used in printing.

The new company can build its clientele through cross promotion aimed to capture the large customer base that already exists for its sister company, The Simple Stencil.

The Modern Mural can further distinguish itself as a leader in customer service and quality, with a personal touch as it has done with The Simple Stencil.

Wall murals and peel-and-stick wallpaper are becoming increasingly popular in offices and businesses, homes, hospitals, and other large gathering spaces.

### THREATS

The printing process used by The Modern Mural is not proprietary and is already being used by some of its competitors.

There are a significant number of competitors in the market. Not only are there multiple direct competitors in the form of other mural companies, but many new peel-and-stick wallpaper companies are also breaking into the market space and vying for a share of the consumers' business.

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## CONCLUSION

The competition may be formidable, but the growth of the wall covering and interior design industries will provide ample opportunities for success for Ms. Jeffers and The Modern Mural. A proper marketing mix that includes consistent branding, search engine optimization, and social media marketing/advertising along with a mobile-responsive and well-designed website will all come together to help the new company create a strong presence in the industry. Cross-branding with the existing sister brand, The Simple Stencil, will also help cultivate customers for the new venture through exposure to the existing customer base. Focusing on its potential niche clientele, environmentally-responsible and health-conscious business owners, office managers, and organizational leaders will also help The Modern Mural find success in this growing industry. Building relationships with franchises could also prove to be a recipe for success through exposure and repeat purchases.

This analysis will be ever evolving and should be reexamined after the new website, its Google Analytics, and the social media pages are complete and in operation for six months. At that time, further investigation into the specific data for The Modern Mural can be completed and more specific action items can be suggested.

In the meantime, it is important that the digital "basics" be implemented for establishing a strong base for The Modern Mural: consistent branding, mobile-friendly website, search engine optimization, and social media marketing/advertising. This will position The Modern Mural to take advantage of further demographic research and additional advertising and ad word spending, allowing it to expand its potential reach.

## APPENDICES

### SISTER SITE

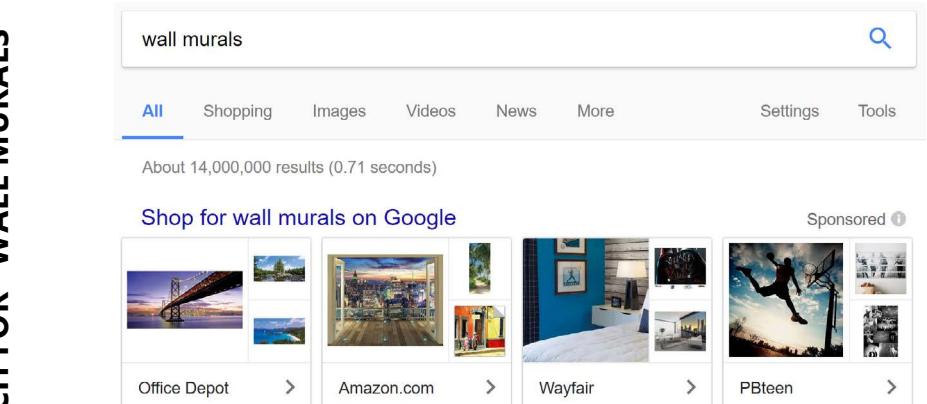
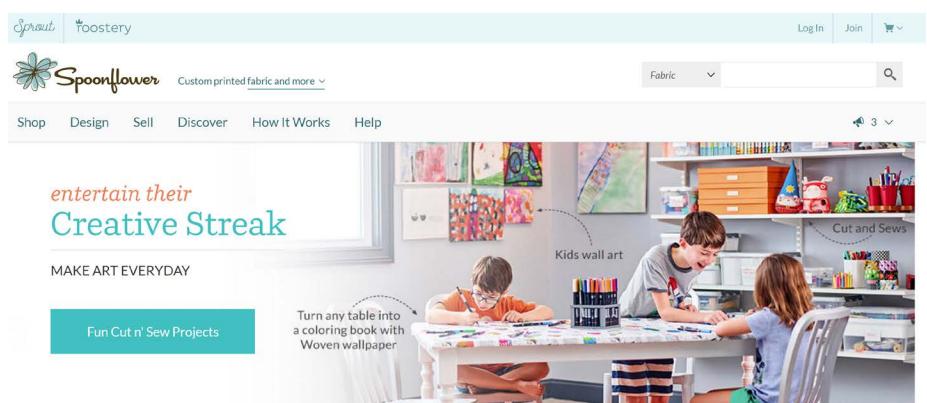


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### COMPETITION WITH SISTER SITES



- SEARCH FOR "WALL MURALS"**
- 1000's of Wall Murals on Sale - Better Murals, Free Shipping**  
(Ad) www.magicmurals.com/Wall-Murals ▾  
 Premium HD wall murals w/ low prices. Custom sizes, Caring service, On sale now.  
 A+ Rating – Better Business Bureau
  - Wall Murals - High Quality & Customizable - muralsyourway.com**  
(Ad) www.muralsyourway.com/wall-murals ▾ (888) 398-0653  
 Choose from thousands of images or create your own. Easy installation. Shop Now!
  - Wall Murals On Sale - TheMuralStore.com**  
(Ad) www.themuralstore.com/ ▾  
 You Won't Believe Our Prices! Shop Now And Save
  - Wall Murals You'll Love | Wayfair**  
https://www.wayfair.com/Wall-Murals-C1855316.html  
 Shop Wayfair for Wall Murals and create an oasis with your new mural wallpaper. Enjoy Free Shipping on most stuff, even big stuff.  
 Reclaimed Wood Adhesive ... · Washed Brick Adhesive Wall ...

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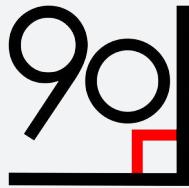
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LOGO DESIGN



What The Modern Mural needs is a logo that shows the heart and soul of the business while attracting their target audience of businesses, organizations, and design professionals. The logo design that we, the directional thinkers of Ninety, are proposing is simple, clean, fresh, approachable, and on-trend to meet those needs.

The color palette for this logo is based on the water-based ink and environmentally-friendly qualities of the products created by The Modern Mural. We tested a few different color palettes on our peers and ultimately decided that a mix of muted and saturated colors gave more balance to the designs rather than focusing on one or the other. We also wanted to emphasize the word "the" by giving it a different value than the rest of the design. Rather than going lighter and potentially obscuring "the", we went a few shades darker to give it enough weight that it balanced the rest of the composition.

Choosing the best font for the logo was the most time-consuming part of the design process. It was our intention to find fonts that felt modern while honoring Ms. Jeffers's affinity for script fonts. We wanted to find a way to incorporate a script font without taking away from the modern feel of the design that would also scale well. With a resurgence of interest in hand-lettering and traditional calligraphy in the design community, we decided to employ "Modesty" for the script element in the logo. The flow of this font also ties back into the scroll-work-feel of the sister company's logo.

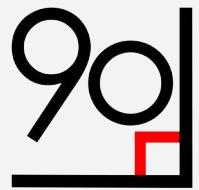
The words "Modern Mural" are written in "Champagne & Limousines", in all caps. We tested a number of different serif and sans-serif fonts and decided that serif fonts had a more traditional feel, which would not follow the ideological direction we have planned for the branding of this company. We played with "Origin", "Walkway", "Nonchalance", and "Century Gothic" in all lower-case lettering and found that the overall design felt too soft, too rounded. We then tried "Champagne & Limousines" in all caps and found that it was strong enough to feel modern, clean and easy to read, with nice lines/directionality.

Symbolism in this design begins with the color palette, as mentioned above. We also designed the graphic element to look like an arrangement of leaves (inspired by a bird of paradise) to give more of a perceivable nod to the environmentally-friendly aspect of the products. The original iterations of the design included only one set of three leaves, but upon further inspection of the shape of the graphic, we found that it could be used to replace the "o" in "modern" if two reflected sets of three leaves were paired together.

Significant consideration was given to the psychographics of the target audience as well as the trends affecting the macro-environment around the business. We also wanted to design something that would stand out when compared to the company's competitors. While it was tempting to stick with a straight black and white color scheme to maintain a high-class, high-contrast feel, many of the competitors have a completely or mostly color-less logo (MuralsWallpaper, Magic Murals, EasyWallz, Walls Your Way). Also, this logo is designed to represent a company that prints colorful murals, so it seemed a little counterproductive to go achromatic.

All of these elements and ideas came together to create the design that we have presented in this Logo Proposal.





## LOGO REDESIGN

With the feedback from the business owner in mind, we redesigned the logo in multiple iterations. The partners at Ninety then narrowed the options down to 4 final designs which were then presented to a community of creative professionals for feedback on design and composition.

A total of twenty, unbiased, votes were tallied and the top two designs were further refined based on the suggestions/feedback from the community. Additionally, a third design was born from a mixture of the business owner and community's feedback.

The designs we are now presenting are centered upon the idea of creating a more literal "O" shape to minimize any issues reading the name of the company. They also employ the color green to unite "the" with the rest of the design; this unity is furthered by moving "the" closer to the rest of the composition. Options that utilize the same font throughout as well as those that contain the original script font are included below.

The business owner asked if we would advise for or against the addition of ".com" to the end of the logo and we feel that this would be unnecessary in today's market. Due to the fact that her products will not be displayed in brick and mortar shops where packaging with the logo may direct people to her site, and the uprising of the "just Google it" generation, we feel that its addition would not be beneficial.

1a.	
1b.	
2a.	
2b.	
3a.	
3b.	

## FINAL LOGO DESIGN

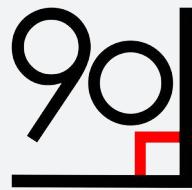
Based on the client's choice and feedback, the company's logo was finalized.

The final logo design for The Modern Mural consists of several components:

- Logo - Large:** The main logo features the word "THE" in a small, green, sans-serif font above a larger, bold, blue sans-serif font that reads "MODERN MURAL". A green circular icon containing a stylized white wave or swirl is positioned to the left of the "M".
- Logo - Medium/Small:** A second version of the logo, identical to the large one but smaller, is shown below it.
- Favicon:** Three variations of the green circular icon are shown, each with a different level of detail in the internal swirl pattern.
- Browser Header:** A screenshot of a browser window showing the logo in the address bar next to the text "the Modern Mural".
- Branding Examples:** Two examples of how the logo might be used in a real-world context. On the left, the full logo is used with the tagline "TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE." Below it, a smaller version of the logo is used in a headline-like setting.

# CREATIVE BRIEF





## ORGANIZATION OVERVIEW

The Modern Mural is a new sister company that will become a branch of The Simple Stencil's growing family. The Simple Stencil opened in July of 2003 by Jennifer Jeffers as a passion project that would allow her to work from home and provide for her family. One of the goals of launching The Modern Mural is to take a step into the growing industry of custom wall coverings. This business will be closely tied and cross-marketed with its sister company, The Simple Stencil.

The Simple Stencil is currently operating mostly as a sole proprietorship with the assistance of one part-time employee. A contracted marketing firm handles the social media and SEO for The Simple Stencil and designers, graphic artists, and bloggers are hired as freelance agents on an as-needed basis. Ms. Jeffers expects that the part-time employee will eventually become a full-time assistant as The Modern Mural is launched.

## TARGET AUDIENCE

While there is no existing demographic information for The Modern Mural because it is a brand new business venture, there are some deductions that can be made based on information that is available.

The price of the murals is significantly higher than the vinyl wall decals created by its sister company, The Sister Stencil. Because of the larger investment inherent in the purchase of the products sold by The Modern Mural, it is expected that the target audience will largely consist of businesses, organizations, and design professionals with healthy budgets.

According to an [article on pixers.com](#) from January 2017, murals are being used in work spaces to improve the well-being of employees; this same concept may be applied to other venues like hospitals where the wall coverings can be used to positively impact the mood of the people who will inhabit or pass through spaces with murals.

The Modern Mural's products will also appeal to companies and individuals who seek out eco-friendly products. The water-based ink used in the production of these products is exceptionally eco-friendly and also safe for use in specialized spaces like hospitals. Consumers are becoming more focused on sustainable products and designs, something that The Modern Mural is equipped to provide.

## BRAND ATTRIBUTES

The Modern Mural is a chic, eco-friendly, accessible solution for individuals, businesses, and organizations to make their spaces truly unique with customizable and/or previously designed art. It is relevant to the current market place as a commercial and personal wall covering option. By appealing to people/companies that are looking for eco-friendly decorating options, The Modern Mural has an advantage over similar companies who do not offer "green" products. They are well positioned in the market not only because of the eco-friendly nature of their products, but also because the products are incredibly safe and adaptable. They can be used in settings with specific needs, like hospitals, and they are also an option for people/companies who rent rather than own their spaces and need a low-impact way to affect the design of their spaces.

The business is sustainable in the market space. It is The Simple Stencil's answer to a shifting market that is expanding from small-scale applications into large-scale installations. The Modern Mural is a credible brand that has over a decade of experience in the field as well as a tried and true record of excellence in customer service. But what truly sets The Modern Mural apart from its competitors is that it is a passion project of the owner; it is not an overgrown, faceless, corporation - this is a company built on a woman's love of design and her family.

## ORGANIZATION'S MISSION

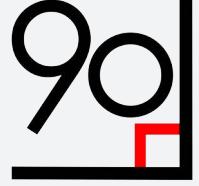
The mission of The Modern Mural is to create products that are eco-friendly, safe, and engaging for use in both private and public settings.

## CURRENT COMMUNICATIONS STRATEGY

Although Ms. Jeffers stated that she considers herself an introvert who enjoys working privately, she has had significant success in building an audience on Facebook. The Simple Stencil's social following includes nearly 15,000 people, the majority of which have been captured organically rather than through paid campaigns. Approximately four months ago, a third party marketing firm was hired by The Simple Stencil to manage the company's social media platforms with the goal of emerging from a period of slowed growth.

Currently, The Simple Stencil provides an online platform for customers to place orders, reducing the need for direct interaction between the owner/operator of the business with customers. It also saves time and lowers production costs. Because of the availability of the online platform, email, phone, and other communications are minimized.

The communications strategy of the new venture, The Modern Mural, will be very similar to the existing communications strategy of its sister site, The Simple Stencil. Ms. Jeffers finds the most success with Pinterest, Instagram, and Facebook, putting less emphasis on LinkedIn and Twitter. Currently, The Simple Stencil is very active on Facebook, posting once or twice per day and the Facebook page is linked to their website through a "Shop Now" call to action button.



## OBJECTIVES OF BRANDING & COMMUNICATIONS CAMPAIGN

The overarching goal of this branding and communications campaign is to craft a consistent and engaging voice for The Modern Mural that is reinforced by a strong online presence, allowing for a productive launch along with a clear plan for future growth.

Due to the fact that The Modern Mural is basically starting with a blank slate, it is difficult to define goals based on growth-related metrics. However, there is much to be learned from The Simple Stencil's brand and web presence. Less than 1% of The Simple Stencil's followers interact with their posts on social media at this point. For this reason, one of the objectives of this campaign is to constantly create opportunities for potential (or current) customers of The Modern Mural to interact with the brand and influence the products offered by the company. By the 6<sup>th</sup> month of operation, the page should have a minimum of 500 likes and at least 10% actively engaging with posts each month.

The crux of this campaign is a comprehensive web presence that takes full advantage of cross-promotion with the sister company, The Simple Stencil, and multiple media channels. This will include an interactive website, Facebook presence, Twitter presence, YouTube Channel, Pinterest presence, and an active blog.

## CREATIVE STRATEGY

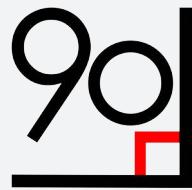
As in the design of the logo, much of the creative strategy lies in emphasizing the eco-friendly and safe aspects of the products. In addition, the fact that this is a family business rather than a big box store or faceless corporation will be used to win over customers who are looking for a family-friendly business to satisfy their needs.

## MANDATORIES

- New Logo
- Tagline
- Development of a Consistent Voice that works with that of the Existing Sister Company
- Comprehensive Style Guide
- eCommerce site with ready-made and customizable products
  - Logo
  - Call to Action Button for Custom Designs
  - Navigation Menu
  - Digital Catalog of Ready-Made Products
  - Digital Design Studio for Custom Designs
  - Pages/Sections:  
About the Products, About the Business, Link to Blog, Link to Sister Site, Contact Information, Social Media Buttons, Copyright Information
- A Plan for Social Media Management

# BRANDING GUIDE





## SIGNATURE



### THE

Aligned to the left-most edge of the signature, "the" has a clear and unmistakable connection to the rest of the company's identity.

### MODERN MURAL

Straight, strong lines are set off by the gentle curves of this modern sans-serif font.

### BLUE & GREEN

A subtle reminder that the company's products are created with a water-based ink that is eco-friendly.

### THE "LEAFY GOODNESS"

The graphic element is designed to reinforce the company's commitment to an eco-friendly product line.

## STACKED LOGO & SPACING

### LEFT JUSTIFIED

All of the left-most vertical elements of the first letter of each word must be aligned.

### SPACING

In order to maintain the integrity of the logo, a minimum of the width of one graphic element should be kept between the outermost edges of the "Modern Mural" text and the edge of the external content on the left and right sides of the logo. At a minimum, the height of one graphic element should be kept between the outermost edge of the "Modern Mural" text and the edge of the external content on the bottom of the logo.



The signature, stacked logo, and the graphic element must never be positioned on top of other content; other content may never be positioned over the signature, stacked logo, or the graphic element except in the case of a watermark.

## CORRECT USAGE



Corem istrum illorum quundebita comnisq uatusdae volestiorum sunt.

Volo tet as endi doluptate reperovid quunti debis parchicia dis est, essimpores aboressim labore necerci to minum quos dolupati remposs eraerum etum fuga. Ut exerumquate mil ipsant raeptha qui tem la nusci undus ador mil et et, omnim renimet arum quaspienda ent hilique vel inis molentur?



Eptate sinctur iossitiam quiatet estint, ut adi accatem intotaquias re laborioria sitatur? Em nimus dolupta musdaest, sa aute enitatq uiaepercere, ipsam eum im faccate mossinctia seque nist eum est, que quate doluptam id eum el inusciate poreici lluptam quatur aut et qui non eos aperest rem vitatae odis ex et harunt omnitis sae nemo expliqui officcab int, si?

## INCORRECT USAGE

Uptur aped magnitate pero im il ium ea aut endia volupta tiatur adis eatiam, ut vellam consenecum eos as ium vit quis duci tempore rcilit lic tetur?

Ratur, officid uciunt ea doluptat. Emqui siminvendi doloratiost, volenih ilicime ndaessimusae vellest ea que volorunt. Tam cor saped quas dolupta cor aut et ma conet volo te nihilendit lab is sin recte sequi dolorepro tem rehent modipissim culparient venditi dolorer ovidus. Porit endis doluptatio earum eossequunt, il im qui sit est, ius doluptate none ium rem estrum ipic tem eat endia plam fuga. Itatiunt doloribus reculpa quia preptaspel illibus aut vel es ad ut quis sim vendigenisto tem voloris pra sit volla ipsuntem re, optae



## COLOR



## SIZING & SCALE

### MINIMUM WIDTHS

Legibility and clarity are crucial in the presentation of the brand's signature and logo.

The minimum width for each element's usage are as follows:



Signature - 3" or 225 px

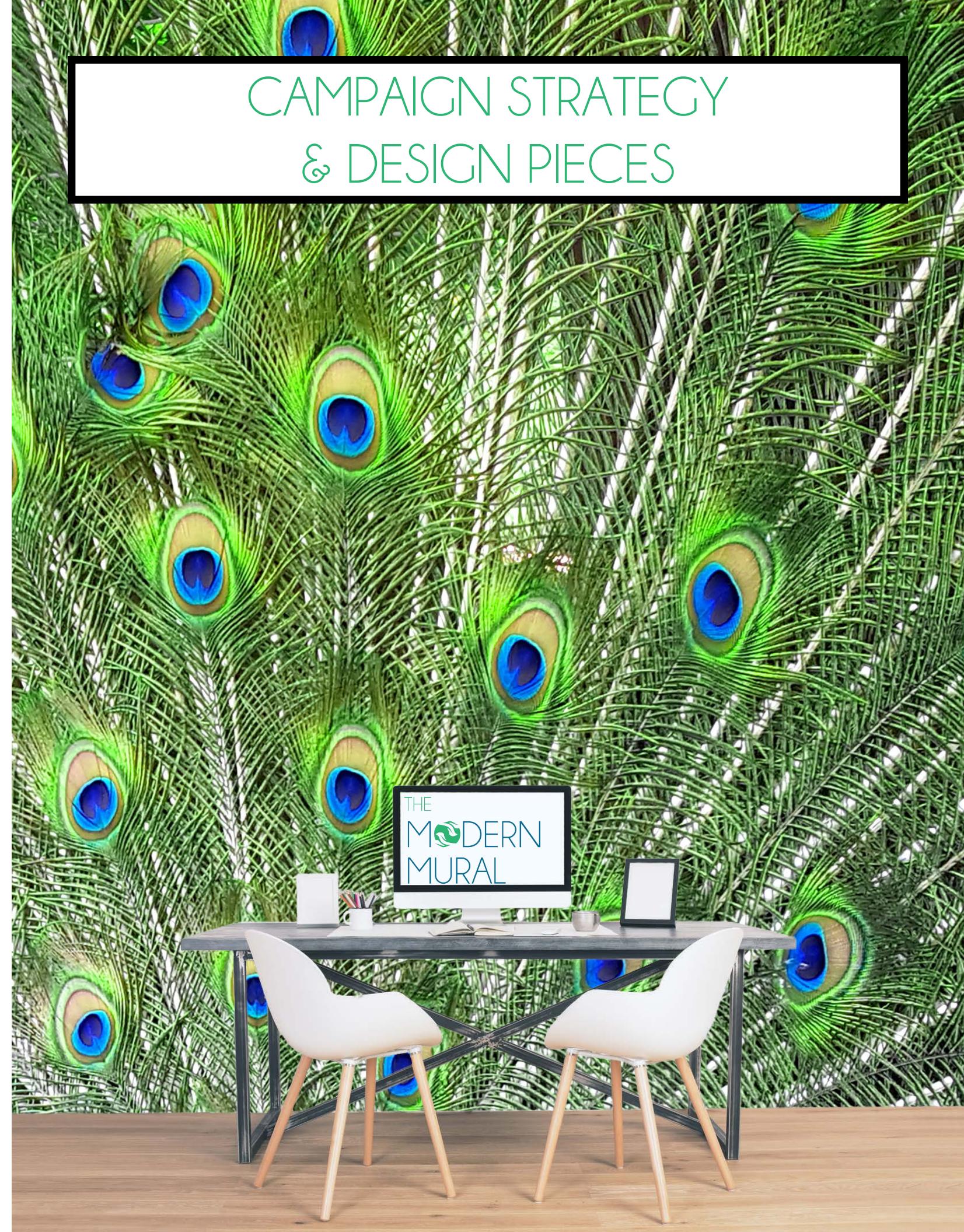


Stacked - 1" or 72 px



Graphic Element - 0.125" or 9 px

## CAMPAIGN STRATEGY & DESIGN PIECES





## STRATEGY STATEMENT

The Modern Mural is a chic, eco-friendly, accessible solution for individuals, businesses, and organizations to make their spaces truly unique with customizable and/or previously designed art. The overarching goal of this communications strategy is to build a voice and a presence that attract a wide audience. The primary group that The Modern Mural must speak to is made up of businesses, organizations and design professionals; the secondary group is the general public - individuals looking for design solutions for their homes. The challenge is to consistently stay on-trend and attractive to corporate customers while still being approachable and relevant for individuals. This all must occur with the sister brand, The Simple Stencil, in mind so that the two companies may cross-market for each other.

One of the keys of this strategy is to make sure that all marketing materials, web and print, are unified through the current header image on [www.TheModernMural.com](http://www.TheModernMural.com). The same image should be the basis for all of the social media headers, the front of the business cards, and the website whenever possible. The logos used for social media profile pictures (except when for Ms. Jeffers rather than The Modern Mural) should follow the guidelines set forth in the Branding Guide.

The Modern Mural is not a company that will rely on creating in-person relationships with other businesses because of its mostly online format. This means that a significant portion of their interaction with their customers is going to be through the functionality of their online platform as well as their packaging design. The online platform will be the place where potential customers make their first impressions and the packaging in which products are delivered will be an opportunity to turn first-time customers into repeat clients. This is why we have designed, along with the requested shipping label, two different shipping tapes (imagined to be a paper-based recyclable product) and two types of envelopes (one for thank you notes and one for all other communications).

We also recognize that because The Modern Mural puts an emphasis on reaching companies like hospitals, libraries, and other brick-and-mortar businesses, there is a need for designs that could be used as corporate gifts to accompany thank you notes. Included are designs for customized USB Drives and an Eco-Friendly Reusable Tote Bag. The cellphone case that is presented in this document was designed just for Ms. Jeffers as a conversation starter so that she can plug her business while using her phone in public.

The designs that we present, as well as the campaign as a whole, hinge on three main points: this is an **eco-friendly** business that creates **safe** products for businesses and people who are looking for a truly **customizable** solution for their interior design needs. The colors of our designs represent the eco-friendly aspect of the business, the clean and rounded designs lend themselves to an approachable, safe-vibe, and the changing graphics that are exhibited across platforms remind potential clients of the customizable nature of The Modern Mural's products. By staying true to these values in the company's designs and voice, The Modern Mural will be able to carve out for itself a truly unique and lasting niche in a growing market.

90°

## BUSINESS CARDS



## THANK YOU CARD



NINETY

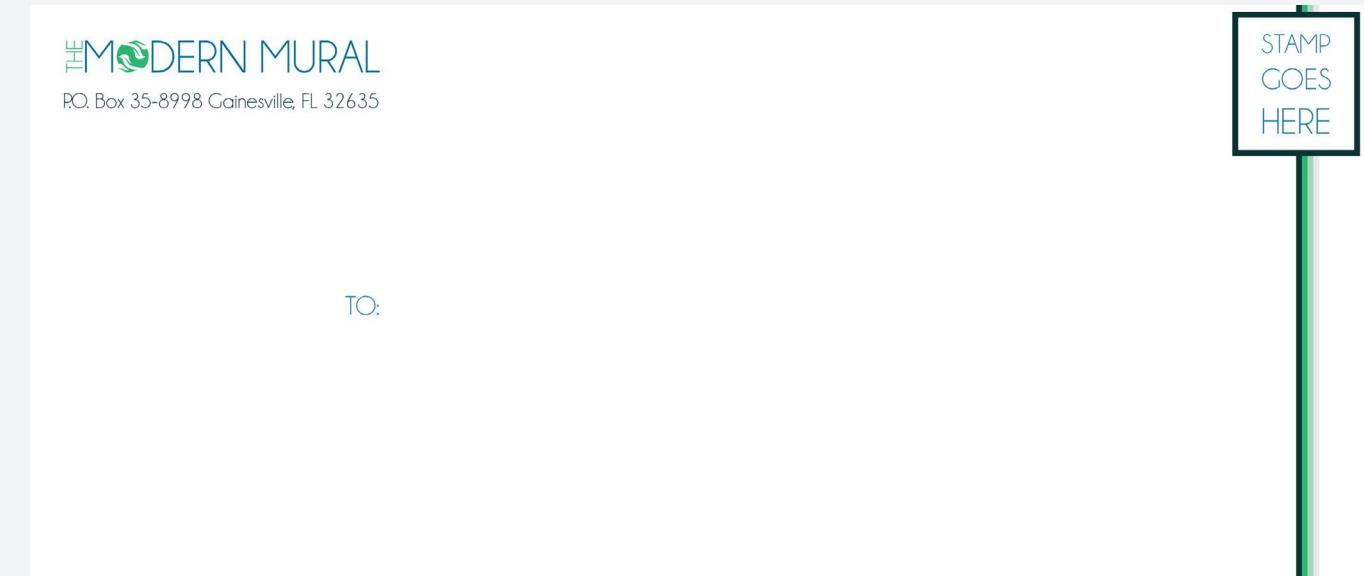
TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE.

90°

## THANK YOU ENVELOPE



## REGULAR ENVELOPE



NINETY

TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE.



THE MODERN MURAL

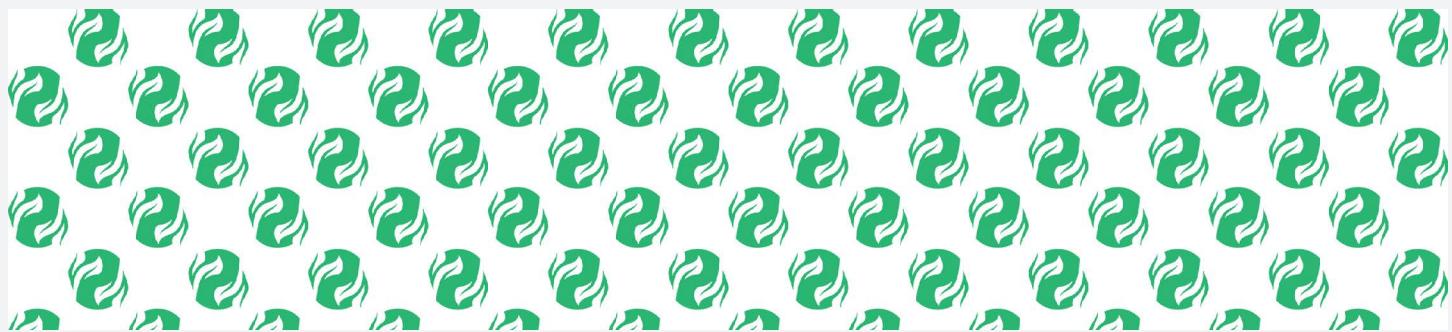
P.O. Box 35-8998, Gainesville, FL 32635-8998 [f](#) [t](#) [p](#) [y](#) @TheModernMural  
[www.TheModernMural.com](http://www.TheModernMural.com) [TheModernMural@gmail.com](mailto:TheModernMural@gmail.com)

P.O. Box 35-8998, Gainesville, FL 32635-8998 [f](#) [t](#) [p](#) [y](#) @TheModernMural  
[www.TheModernMural.com](http://www.TheModernMural.com) [TheModernMural@gmail.com](mailto:TheModernMural@gmail.com)

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□

## SHIPPING MATERIALS:

Packing Tape & Shipping Label



## EMAIL SIGNATURE

OWNER  
**JENNIFER JEFFERS**

**THE MODERN MURAL**

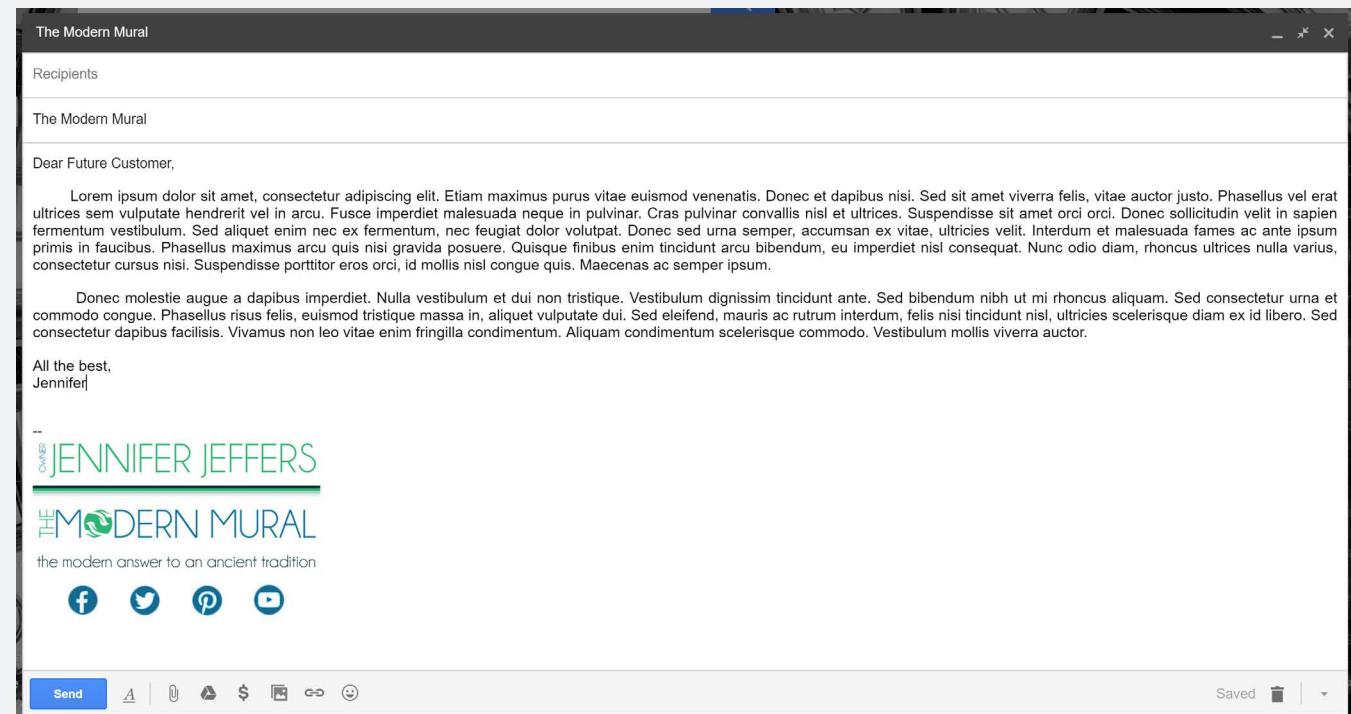
the modern answer to an ancient tradition



**JENNIFER JEFFERS**  
owner

**THE MODERN MURAL**

the modern answer to an ancient tradition



Ninety  
TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE.

90

## COUPONS



The Modern Mural website interface. At the top, there's a navigation bar with social media icons (Facebook, Twitter, Pinterest, YouTube, Email) and a "CONTACT US" button. To the right, it says "Visit our sister site The Simple Stencil". In the center, there's a large image of a white crib in a garden with a "SUMMER SALE 20% off select designs" overlay and a "SHOP NOW" button. To the left, a dark room has a desk and chair. To the right, there's a "CLOSE" button and a "CREATE YOUR OWN DESIGN" button.



The Modern Mural website interface. At the top, there's a navigation bar with social media icons (Facebook, Twitter, Pinterest, YouTube, Email) and a "CONTACT US" button. To the right, it says "Visit our sister site The Simple Stencil". In the center, there's a large image of a white sofa on a beach with a "SUMMER SALE 20% off select designs" overlay and a "SHOP NOW" button. To the left, a dark room has a desk and chair. To the right, there's a "CLOSE" button and a "CREATE YOUR OWN DESIGN" button.

NINETY

TELLING YOUR COMPANY'S STORY, FROM THE RIGHT ANGLE.

## PRODUCTS



## SOCIAL MEDIA



Instagram

the modern mural

Follow ...

97 posts 101 followers 52 following

the modern answer to an ancient tradition  
Create modern and engaging spaces with an eco-friendly, safe, and easy-to-install product.  
[www.TheModernMural.com](http://www.TheModernMural.com)

in Search

Home My Network Jobs Messaging Notifications Me Work Try Premium for Free

Your dream career? - Financial advisor. As you invest in others, we invest in women like you. Ad ...

Google+ Jennifer Jeffers

Search

Home Collections Communities Profile People Notifications Settings Send Feedback Help

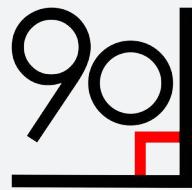
Jennifer Jeffers

ABOUT FOLLOW

Jennifer Jeffers's interests

VIEW ALL





## SCREEN SHOTS:

<http://www.jessicamariefrancis.com/themodernmural/>

**SHOP BY CATEGORY**  
Find just what you need to perfect any room's design! From nature to city scenes, to whimsical designs for the young at heart!

**THE DIFFERENCE**  
Our wall murals are made with water-based latex ink, making them a healthier, more environmentally friendly option for your space!

**HOW IT WORKS**  
All the tips and how-to's to make installation of our wall murals a simple yet stunning success in your home that you'll be proud of!

**BLOG**  
We are just as excited about our wall murals as you are, and we love to talk about them! Find out what drives our passion, and what we love!

### THE MODERN MURAL DIFFERENCE

#### WHO WE ARE

Hi, I'm Jennifer Jeffers, the founder and owner of The Modern Mural and its sister site, [The Simple Stencil](#). I've always had a love affair with words and encouraging others, so it is a dream come true that since 2004, my "job" has been to bring meaningful phrases and words of encouragement into my customers homes and professional

**HOW DO I INSTALL MY MODERN MURAL?**  
Our eco-friendly products are as easy to install as they are good for the environment: just clean the surface where it will be installed, line up your mural with the surface, peel the backing just enough to expose about an inch of the adhesive, and gently press the mural to the surface - making sure that it is straight. Continue to slowly and evenly peel back the liner a few inches at a time and smooth the mural onto the surface with the provided smoothing tool. Once you finish adhering the mural to the surface, stand back and enjoy your modern mural.

**WHAT'S YOUR RETURN POLICY?**  
Return any of our products—no questions asked—within 30 days of purchase as long as they have not been peeled off of the backing. For more information on returns, please [Contact us](#).

**DO YOU SHIP OVERSEAS AND TO P.O. BOXES?**  
Yes, we'll ship your package anywhere that can accept deliveries.

**DO YOU HAVE CUSTOMER SERVICE?**  
Of course! Our friendly and knowledgeable staff will be happy to hear from you.

**Edit This**

**Send Us an Email**  
[TheModernMural@gmail.com](mailto:TheModernMural@gmail.com)  
[Want to Learn More?](#)

**Give Us a Call**  
US & Canada: 352-299-3538  
International: Dial your international access code followed by 352-299-3538

**Get in Touch via Mail**  
The Modern Mural  
Jennifer Jeffers LLC

**Find us on Social Media**

**CART**

Product	Price	Quantity	Total
	\$8.00	1	\$8.00

**CART TOTALS**

Subtotal	\$8.00
State Tax	\$0.48
Total	<b>\$8.48</b>

**Proceed to checkout**

**ANIMALS-PEACOCK**  
\$8.00 – \$12.00

**Print Material**

SKU: N/A Categories: [Animals](#), [Farm and Estate](#), [Nature](#) Tags: [Blue](#), [Fuschia](#), [Green](#), [Jewel Tones](#), [Luxe](#), [Nature](#), [Office](#), [Peacock](#), [Royal Blue](#), [Turquoise](#)

**THE MODERN MURAL**

**PRODUCT CATEGORIES**

- Dark and Moody
- Inspirational Landscapes
- Sunset
- Nature
- Animals
- Farm and Estate
- Fish
- Butterflies
- Cacti and Succulents
- Flowers
- Greenery
- Office Religious Vertical Images
- Weddings

**LOOKING FOR SOMETHING?**



NINETY