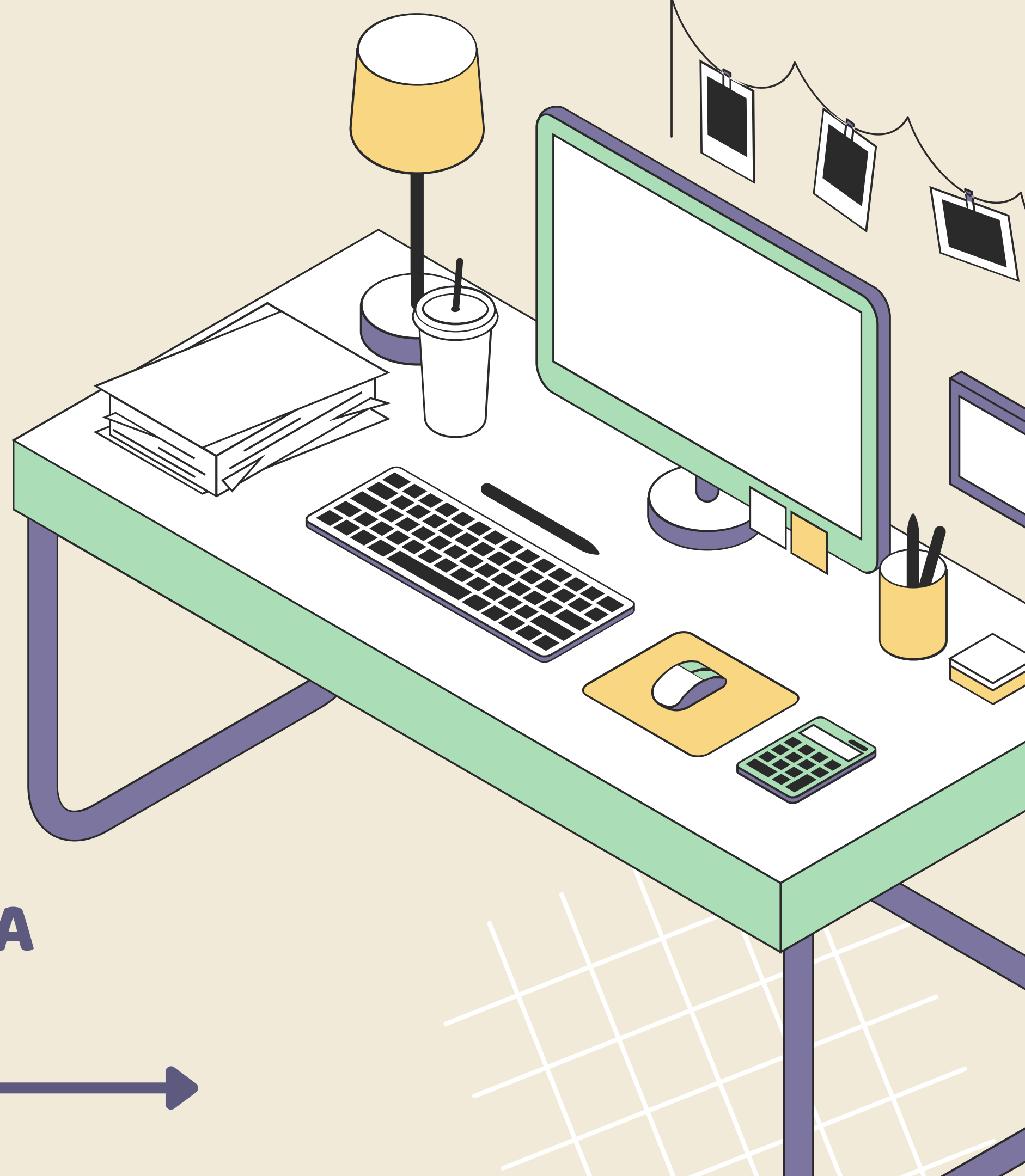




project #1

BRAND AUDIT REPORT REVIVAL STRATEGIES

Presented by :TOOBA FATIMA



Hunted brand PEN & PAPER CO.

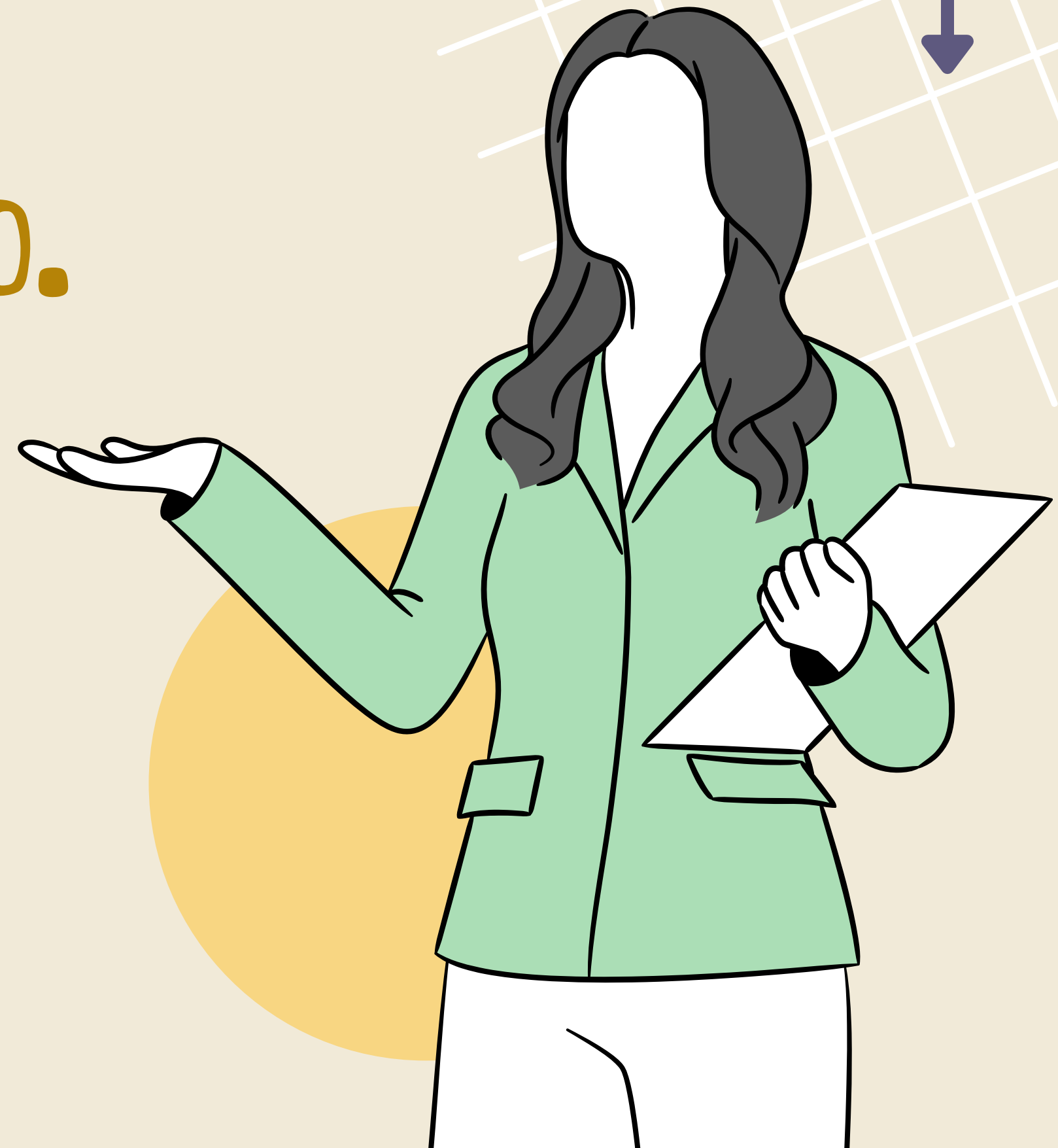
NICHE

Local stationary and journaling supplies store
(sells custom notebooks, writing accessories)

SOCiAL MEDiA:

Instagram: @penandpaperco)

Facebook: Pen & Paper Co.





penandpaper.co_



penandpaper.co| kawaii
stationary| notebooks & drawin...

90

posts

89

followers

14

following

Digital creator
stationary hub
imported
pinteresty vibes ✨
pocket friendly rates 😊
minimum order 750pkr
cod 250pkr

Follow

Message

Contact



QUICK REVIEW

Profile: Bio is vague, no links, unclear brand message

Visuals: No consistent colors or fonts, outdated logo

Content: Posts are infrequent, mostly promos, captions lack engagement

Engagement: Low likes/comments, no replies or interaction

Audience Fit: Content doesn't fully connect with target audience

Weak Areas Summary

IT INCLUDES;

No brand colors or typography

Inconsistent and infrequent posting

Poor quality visuals

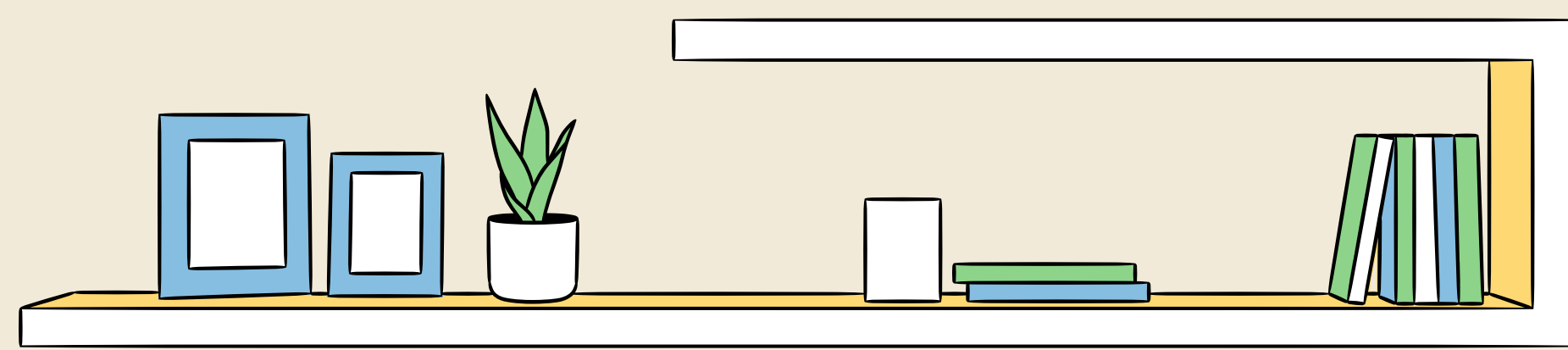
Weak and vague bio

No engagement or community-building efforts

Lack of storytelling or brand personality



Redesign Strategy



BRANDING KIT

LOGO Modern pen + notebook icon

FONTS Heading: Playfair Display
Body: Poppins

TAGLINE Write. Reflect. Repeat

PROFILE MAKEOVER

NEW BIO Curated journaling tools for
mindful writers | Free shipping over \$30
| Tap below to shop & explore

NEW LINK Linktree (links to shop, blog,
journaling tips)

TIP Add highlight covers for: Tips,
Reviews, Promos, BTS

7 Day Plan Strategy



MONDAY

Journal Prompt – “Prompt: What belief have you outgrown, and why?”

CTA: Save & share

Hashtags: #mindfuljournaling #penandpaperco

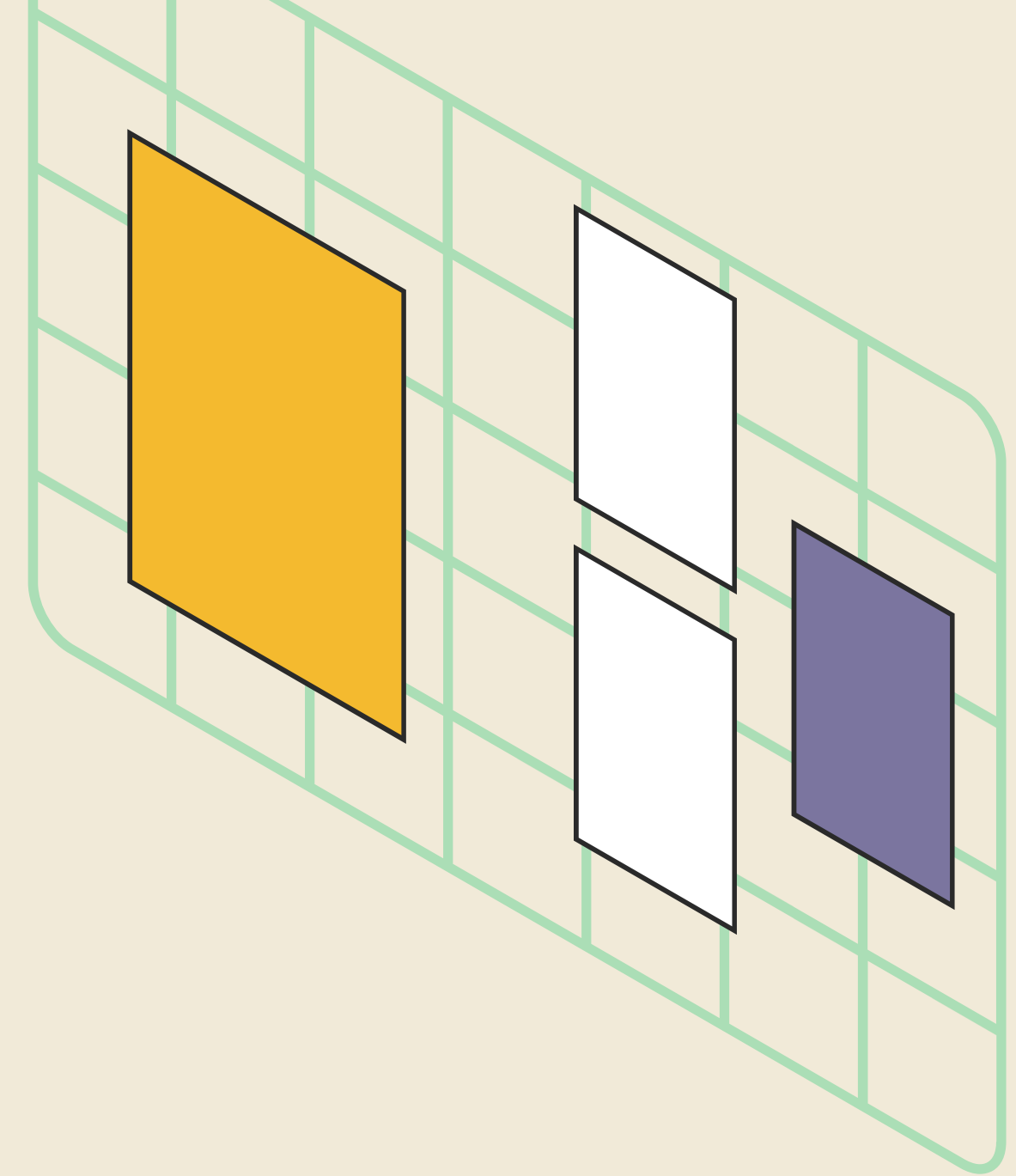
TUESDAY

Product Feature – Showcase best-selling pen set

Caption: “Meet your new writing companion – smooth & stylish.”

CTA: Tap to shop

Hashtags: #stationeryaddict #writersgear



WEDNESDAY

Behind the Scenes – Glimpse into notebook-making process

Caption: “Each notebook is handmade with love – take a look!” CTA: Watch the reel

Hashtags: #handmadestationery #bts

THURSDAY

Customer Testimonial – Share a review from a happy customer

Caption: “I use my notebook daily for gratitude journaling – Katie M.” CTA: Share your story

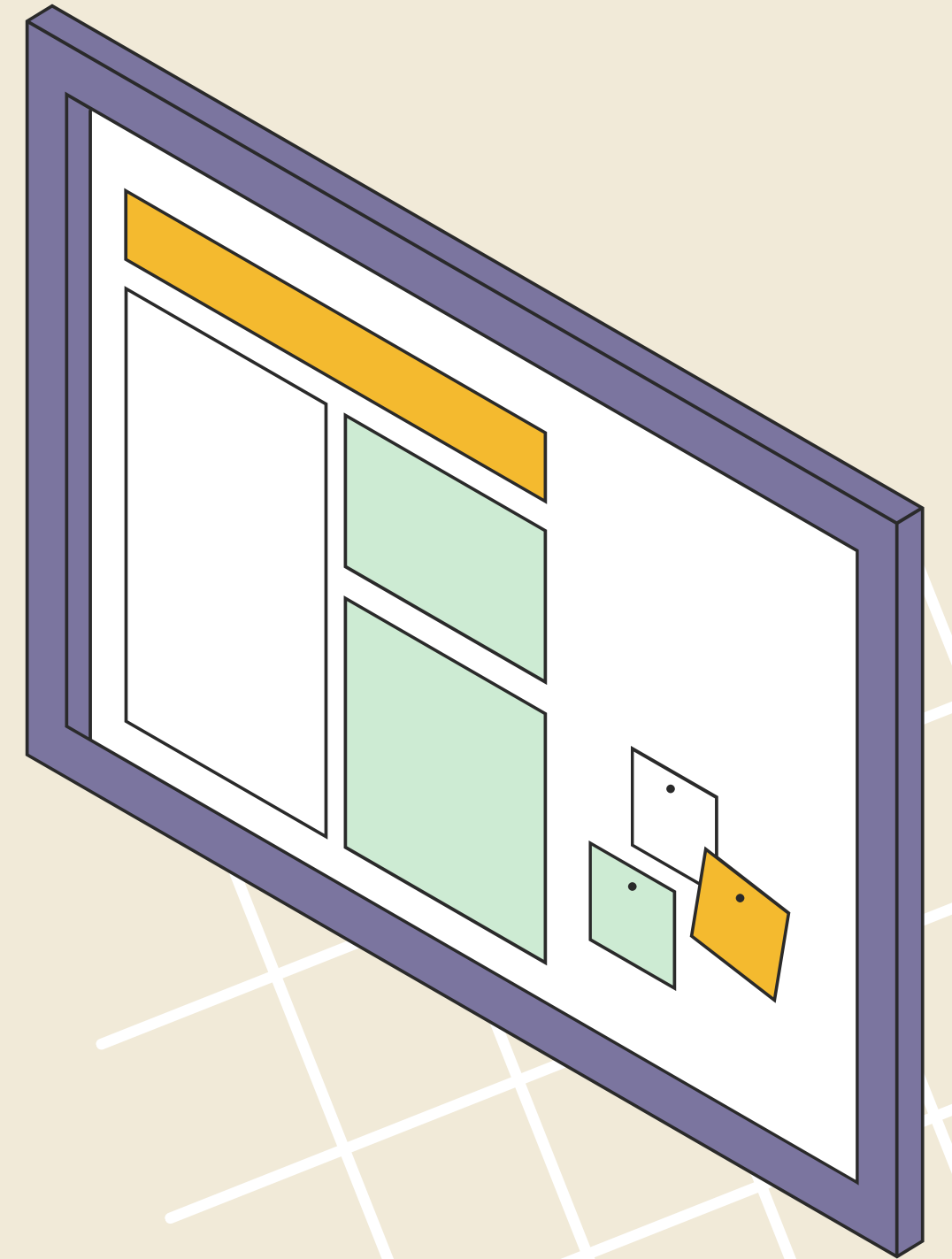
Hashtags: #stationeryreviews #customerlove

FRIDAY

Interactive Story Poll – Ask: “Do you journal every day?”

CTA: Vote now

Hashtags: #journalingcommunity #pollfriday



SATURDAY

Inspirational Quote – “Writing is the painting of the voice.” –
Voltaire

CTA: Tag a friend who journals

Hashtags: #quoteoftheday #writersinspiration

SUNDAY

Educational Post – “3 tips to improve your journaling
routine”

CTA: Save for later

Hashtags: #journalingtips #creativeflow



Thank you

Presented By :

TOOBA FATIMA

