

Checkpoint 2 17-10-2024 🔒



Kock, Yoshua Y.G. 2 months ago

We presented our concepts to Monk, in which the one for demo days left a mark. Though demo days was the one Monk found more interesting, most of our concepts seem like marketing stunts. The posters are also something we could change as Monk thought it would be unsafe for people to climb up to get to the outdoor posters and for those who might get distracted at the indoor posters. Most importantly Monk made it clear that we should go for concepts that make them the pioneer for outdoor bouldering equipment for Monk's current members instead of aiming to get new people in on it. We are going to make changes to our existing concepts, or even brainstorm more, to aim at Monk's current members that will work in the long-term instead of stunts.

Checkpoint 1 15-10-2024 🔒



Kock, Yoshua Y.G. 3 months ago

We had three different concepts to show for now. The concepts are well received, only two of the ideas can be combined into one concept, which would be the posters. Or add more ideas to the concept, like with the TikTok idea to have a Monk local to be involved in the social media posting to bring awareness to the Monkshop.

Next step is to brainstorm more ideas into more concepts to then show for feedback. We already got our questions answered by Bob and now are just waiting on the brand guide so our mockups fit with Monk's brand identity.

Next step is to brainstorm more ideas for concepts, throw in a crazy one too

Checkpoint 5 05-11-2024 🔒



Kock, Yoshua Y.G. 2 months ago

We have our main message/tagline for the campaign, built for you. It's a sum up of what we want the customer to feel but could also be switched around with another word while still fitting the message we want. Words that fit the safe feeling for each product Monk offers in the Monkshop, like how the climbing shoes are built for heights and how the crash pads are built for safety but still highlighting the main message that the products are all built for you. The feedback we got, and what we will be doing, is the feeling we want the customers to get for each product but now focusing on explaining why. Crash pads are built for safety, its built for you, but why? Just saying something works without explaining why it works does is not gonna guarantee a customer to purchase a product at the Monkshop. A simple yet effective description that highlights the safety for the products, the product specifics, could work for the webshop mockup and posters. A customer journey, to visualize how the customer would think from reading the message, looking more into it with the details and then the result of the customer purchasing a product at the Monkshop. Main goal is to have consistency of the imagery, font and color that is used with the posters to have with the webshop, newsletter and flyers.