



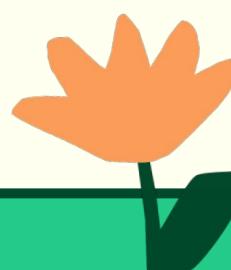
Color Me Flourish

Campaign Proposal

Presented

By:

CARNATION C^{OLLECTIVE}



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FTM 387



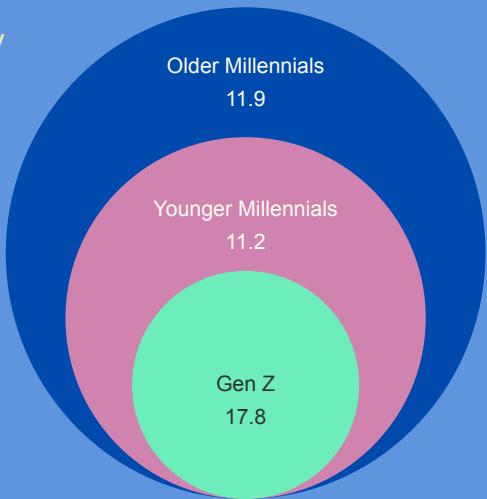
Your brand blooms with us.

Carnation Collective is a specialized boutique agency dedicated to providing creative marketing solutions for our clients in the fashion, lifestyle, and retail industries. Our mission is that "We use strategy and creativity to help brands bloom."

Consumer Profile

Jessica Davis

- 28 year old woman - a young millennial, half-white and half-Latina
- Part of the 39% of ages 25 to 37 that have a bachelor's degree or higher
- \$53,230 annual salary, but also holds student debt
- Single with no kids, focused on pursuing her independence, building financial stability and her career in her early adulthood
- Tech savvy: buying and media patterns are social media reliant
- Looks for brands that she can share and experience with her friends
- Utilizes Instagram to seek fashion information and interact with favorite brands
- Overall wellness: mental health advocate, prioritizing self care and scheduling time away from the screen
- Strong believer in equality and diversifying spaces as much as possible
 - Proud supporter of: workers rights, DACA and immigration reform, increasing women in the workplace and in higher places in power, and sustainability



Campaign Objectives

To increase engagement on Instagram
of the 20-something woman

To increase store traffic of the
20-something woman by 10%

To increase brand awareness of the
Flourish Market amongst the 20-
something woman



Campaign Details

Name:

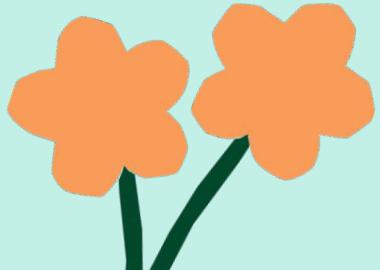
Color Me Flourish

Slogan:

BE YOUR OWN ARTIST

Tone:

Inspirational + Uplifting

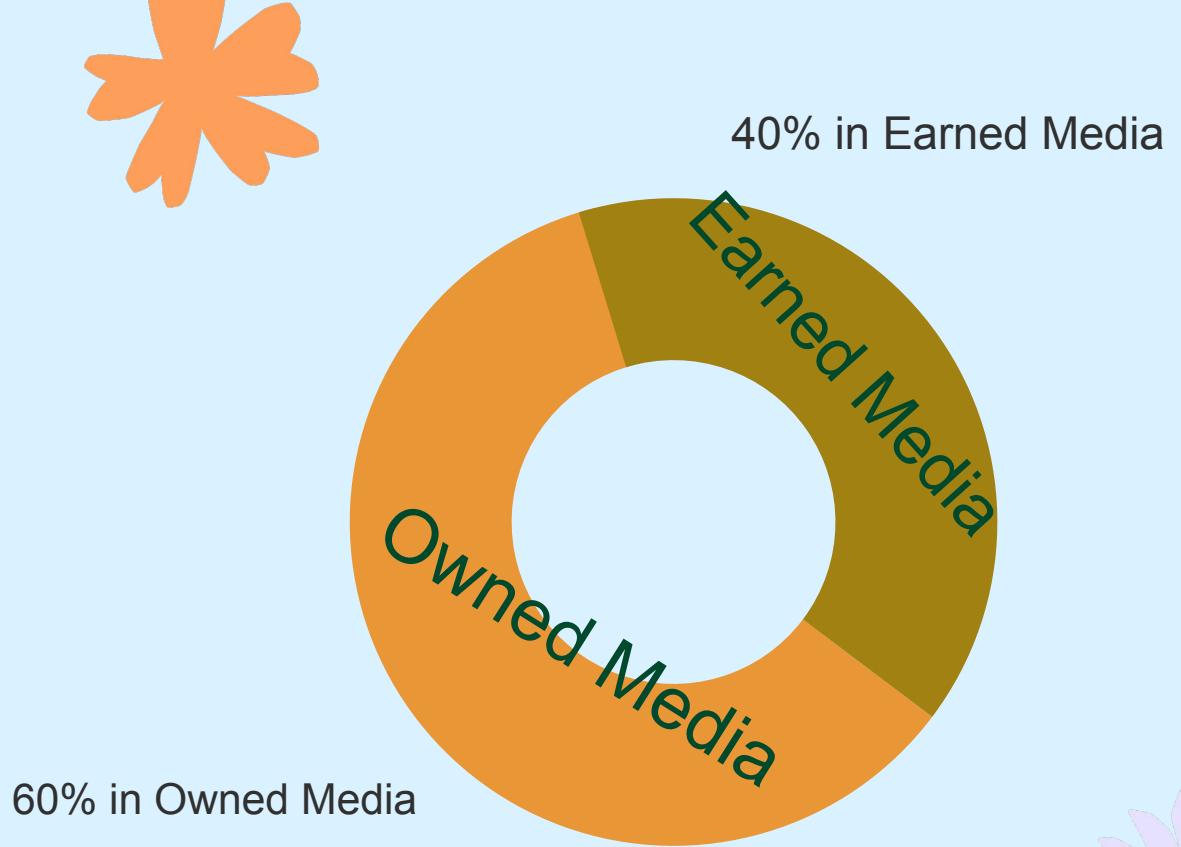


Overall Message:

“Color Me Flourish” is presenting a message to the target audience of expressing yourself and allowing yourself to shine. The campaign is looking to empower our audience and improve their self-esteem. Our creative execution will consist of bright colors, interactive sensory experiences, artwork, and flowers. The campaign will provide the target market with a sensory experience that makes them feel inspired to be themselves.

Our slogan for this campaign, “Be Your Own Artist”, highlights The Flourish Market’s principles to empower consumers through expression. The slogan will be kept as a reminder and affirmation that you can create anything you want and be whoever you want.

Media Type Distribution

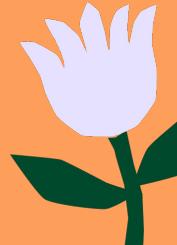




Campaign Strategy + Media Tools

Key Media Tools: Instagram, Instagram Live, Facebook Live, Outdoor Installation, In-Person Events

- Create opportunities for experiential marketing in which the consumer can interact directly with the brand or participate via consumer-generated content
 - This also includes increasing experiential contact points in particular
- Encourage engagement and traffic redirection between Instagram, Facebook, and in-person events through targeted promotional efforts and hashtags
- Leverage influencer marketing and their networks to effectively increase brand awareness of The Flourish Market amongst Twenty-Something Women
- Utilize key popular events in order to attract more of the target audience within the Greater Raleigh area
- Develop content that helps customers relate the brand and its products to their daily lives



Creative Execution 1:

Instagram Posts and Stories



One-Stop Shop Post

- Treat Yourself Gift and Styling
- Provides a visual mock-up of how a Flourish Market consumer could style products from the store
- Emphasizes the "One-Stop Shop" aspect where you can find everything you need
- Appeals to "Treat Yourself" aspect
 - 86% of millennials say that they treat themselves at least once a month
- Each item listed will be linked to

Be the Artist of Your Life

- Incorporates campaign slogan "Be Your Own Artist"
- Reflects tone of Campaign
 - colorful, exciting, vibrant aesthetic/look
- Emphasize mission of Flourish Market
 - "Supporting positive change"
 - Appeals to consumer demand for ethical and sustainable products
 - Objective 3: Increasing brand



Instagram Captions

One-Stop Shop:

Who doesn't love treating themselves? Stop in at the Flourish Market today to pick up one of our gift bouquets and so many other lovely items in store!

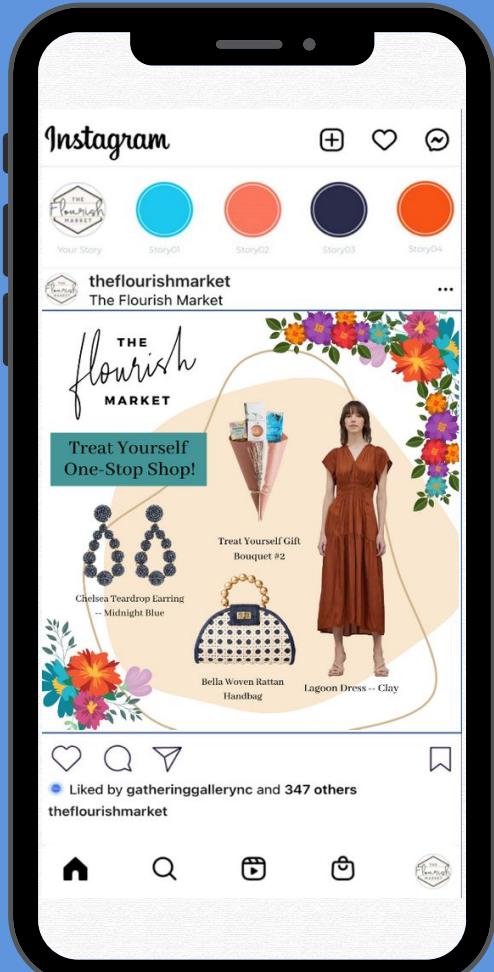
#SelfCareSunday

Be the Artist of Your

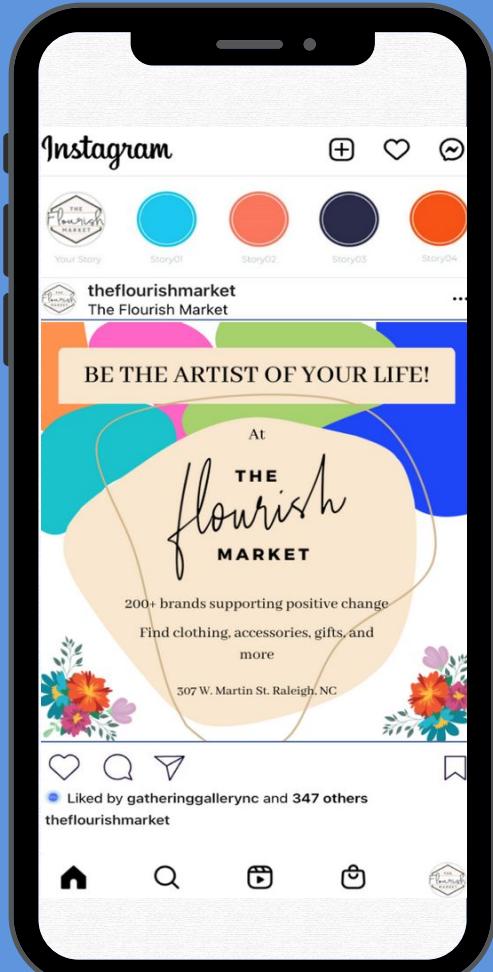
Life:

Be the artist of your like and paint your wardrobe with clothing and accessories from over 200 sustainable brands.

#BeYourOwnArtist #FlourishMarket



One-Stop



Be the Artist of Your

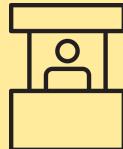
Creative Execution 2

In Person Experiences



Sales and Interactive Booth

- Pop-up booth/tent at Artsplosure
 - Annual arts and culture event hosted in Downtown Raleigh
 - Longest running arts festival in the city
 - Over 150 artists
- Products available for viewing and purchasing
 - featured product: coloring books
- Two interactive activities



Flower Installation

- Outdoor floral installation created by a local artist
- Located in the Village District near Barnes & Noble
- Campaign slogan as hashtag
- Great opportunity for consumer-generated content
- Millennials are "...willing to go out of their way to find a piece of Instagram gold."



Artsplosure Booth

Artist/Maker Feature

Slogan



Flower Installation



Colored Glass Panes/Frames

Locally sourced
flowers





 3,951 Posts 28.8K Followers 4,014 Following

Molly Stillman
Writer
1 Peter 4:10 + on mission to spread joy
(writer, speaker @punchlineagency
loud laugher, homesteader @selahfarmnc
@businesswithpurposepodcast
stillbeingmolly.com/instagram/)

Followed by theflourishmarket and rosalstancil

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Creative Execution 3

Influencer Gift Guide

- Insta & Facebook live with @stillbeingmolly
- Has previously spoken about her love of TFM
- Triangle based and almost 30k followers
- Five minute challenge:
 - Customer poses next occasion they need a gift for via social media or in person
 - Influencer has five minutes to make the "perfect gift" with TFM products
- Provide promo code for molly to share with her followers
- Giveaway opportunity to giveaway a gift curated by Molly
 - Followers of TFM and Molly - of the requirements would include to follow both

Campaign Timeline

Phase One



January 2023 -
March 2023

- Marketing Brief
- Brainstorming
- SWOT Analysis



April 2023 -
June 2023

- Target Market Research
 - Consumer Profile
 - Wants + Needs of Consumer
- Budgeting



July 2023 -
August 2023

- Brainstorm Campaign Concept + Message Strategy
 - Influencer Research
 - Artsposure Research
 - Artist Research
- Outlines for Campaign Executions

Campaign Timeline

Phase Two



September 2023 -
November 2023

- Inventory for Campaign
- Flower Installation Commission + Artist Selection
- Make Surveys and Promotional



December 2023
-January 2024

- Release Pre-Campaign Surveys
- Coordinate + Negotiate with Influencers



February 2024

- Plan Date of the Instagram Live and Facebook Live release
- Buy Vendor Spot for Artsposure
- Install Flower display

Campaign Timeline

Phase Three



March 2024 -
April 2024

- Launch of Campaign
- Promote hashtag and flower installation
- Post on social media product releases



May 2024

- Instagram Live and Facebook Live go-live dates
- Instagram Giveaway
- Post flower installation pictures from the hashtag

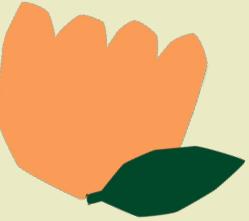
Attending Artsposure

Phase Four



June 2024-
July 2024

- Campaign Evaluation
 - Release Post Surveys
 - Analyze Pre- and Post Survey results
 - Track media tools and compare results to objective



Questions?