

# SIDRA

Creative Strategy

Spring 2023

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# Brand Name

SIDRA

# Purpose of the IMC Campaign/Creative Brief

I'm graduating soon and will be in search of an employer looking for someone to help spread their brand image. To find a position with a company I believe in, I'll need to have an established personal brand.

# Purpose of Brand

## Purpose Statement

To help businesses increase their reach and awareness using creativity and kindness so that they can grow and reach as many people as possible.

## Values Statements

Brand Value	Meaning
Kindness	Treat all with respect but do not accept disrespectful treatment.
Equity and Fairness	Fight for human rights and the environment.
Supportive	Encourage everyone's goals and beliefs, so long as those goals/beliefs don't harm others.
Appreciative	Find the value in the littlest of things.
Humble	Don't lose sight of yours and others' value.
Growth-mindset	Continually search for ways to improve and grow.



# People: Target Market Description

B2B: Corporations and Organizations	
Customer Segment and Problem	Business owner (of small businesses) or hiring director/marketing director with the desire to expand company reach/knowledge among their target market.
Firmographics	Company Age: any Size: small - large Industry: local outdoor branch (private company or government-run), sustainable-focused, human rights/social justice, art, music
Firm Psychographics	Company Values: kindness and respect, clear communication, humility, teamwork, promote from within
Firm Geographics	Blaine to Seattle; anywhere if remote
Usage Rate	High
Usage State	Low
Benefits Sought	To increase target market awareness and knowledge. To integrate creativity and kindness into their marketing.

## Problem

### Problem Statement

I'm a company trying to increase my reach across the market but am struggling to do so because I'm not sure where to start, making me feel stressed.

I'm a company trying to increase my likability and preference across the market but am struggling to do so.



## User Story

Susan, a local restaurant owner, would like to increase knowledge of her business to 80% and preference to 60% and extend her business to a second location in the south Bellingham area.

## Brand Marketing Mix

### Place Strategy

Bellingham, WA and Seattle, WA area

In-person and online

- Networking events
- Career fairs
- Personal website

### Price Strategy

I would like to find an entry-level position that is close to a \$50k salary. By January 1<sup>st</sup>, 2025, I would like to be closer to a \$70k salary.

### Product Strategy

(See FAB Pie)

### FAB PIE

Customer Benefits Sought	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Quick-learning, innovative, motivated,	Relaxed yet professional	Marketing Degree from WWU	Kind, love, supportive, helpful



creative marketing employee	clothing, good hygiene		
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## Brand Value Proposition

I help people better-market their brand by tapping into their inner creativity.

## Positioning Statement

For companies who are seeking to better-market their brand, Sidra is the only marketer that provides creative and innovative solutions, unlike other applicants, because of her experience and knowledge.

## Potential

### Marketing Objective(s) (MO)

Marketing Objective #1: Increase revenue from \$18k yearly to \$80k by January 1st, 2025.

Marketing Objective #2: Grow website visits from 0 to 10 monthly by December 31st, 2023.

### Communication Objective(s) (CO)

Brand Objective Areas	Numerical Target		By (mm/dd/yyyy)
	Current Level	New Level	
Awareness	0%	80%	12/31/2023
Knowledge	0%	60%	12/31/2023
Liking	0%	40%	12/31/2023
Preference	0%	20%	12/31/2023



# Persuasion

## Tagline

Inspire kindness.

## Brand Elements

### Common Brand Associations

#### Colors

Use a photo from the wedding to generate a color palette.



#### Fonts

Headings – Montserrat

Text – Libre Franklin

#### Logo



## Tagline

Inspire kindness.

## Tone

Humorous, genuine, joyful, grateful, kind, warm, trustworthy, gentle, honest

## Five Senses Brand Associations

### Look

Happy; comforting; golden hour; starry night sky with a full moon

### Smell

Soil just after a rainstorm; fresh-cut grass; warm laundry; coffee and tea; books

### Sound

Songbirds on a summer morning; crickets and frogs at night; waves breathing in and out against the rocks; acoustic guitar drifting through the breeze on a cool summer night; raw vocals in an empty room

### Taste



Coffee and tea; sweet and salty melting over your tongue; cold, crisp water at 2am; a cold beer after sweating in the sun

## Feel

The feeling of lush grass on your feet; burying your feet into rough sand; curling up in a soft and cozy blanket by a fire on a cold, snowy day; sitting down after a long day on your feet; your happiest day; your parent carrying you to bed after being lulled asleep by the rocking of the car when you were a child; loved and seen



# Citations

Turner, J. (2022, June 6). *What Marketing Budgets Look Like in 2022*. gartner.com.

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