

PROJECT 9

DESIGNING BRAND IDENTITY IDSN-521

PHASE: LAUNCH – ADVERTISING PRINT, SOCIAL MEDIA, UNCONVENTIONAL

YourName_DBI_P9.1 – P9.3

Get ready to Launch. A launch represents a huge marketing opportunity. Smart organizations seize this chance to build brand awareness and synergy. Different circumstances demand different launch strategies — from multimedia campaigns, company-wide meetings, and road tours to a t-shirt for each employee. Small organizations may not have the budget for a multimedia campaign, but can leverage social networks. Others use existing marketing channels, such as a monthly statement. Regardless of the scope and budget, a launch requires a comprehensive communications plan. Design a social media ad, print ad, and create an unconventional ad.

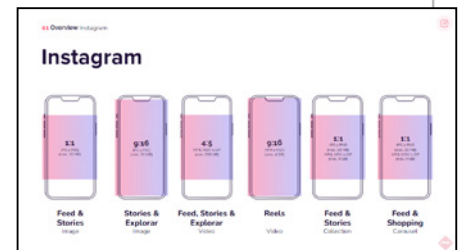
Project 9.1: Social Media Advertising

Deliverable(s): Submit your final work through the LMS as 2 .jpg Instagram sized ads. You can use Figma templates:

Post: 1080 x 1080 pixels

Story: 1080 x 1920 pixels

Details: Design 2 social media Instagram advertising versions. Consider what images and copy will best promote your brand.



Project 9.2: Print Media

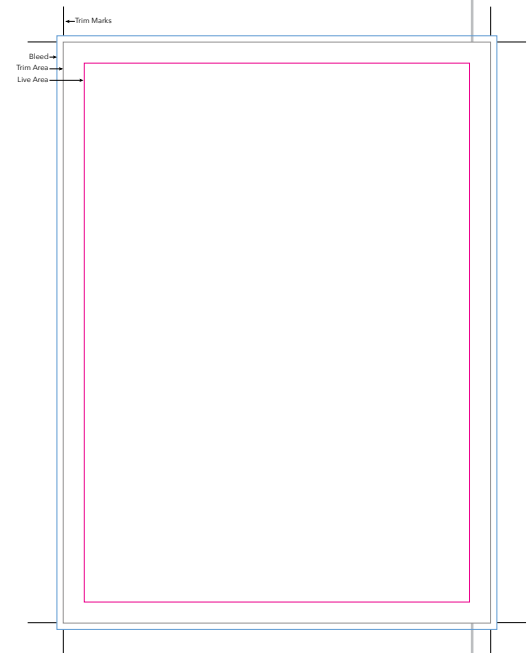
Deliverable(s): Submit your final work through the LMS as a .pdf. Build in InDesign and export (command E) as a PDF/X-1a:2001 file.

Trim: W 203mm x H 276mm

Bleed: W 209mm x H 282mm

Type - Live: W 183mm x H 256mm

Details: Create a full page print ad to promote your brand. Consider what images and copy will best communicate your brand strengths.



Project 9.3: Unconventional Media Advertising

Deliverable(s): Submit your final work through the LMS as a .jpg or .pdf.

Details: Create an unconventional advertisement. This can be a piece (interactive, 3d, AR, VR, environmental, banner, or event etc.) that works outside of any traditional media. This is an opportunity to stretch the bounds of what advertising can be, and how you can best communicate your brand.