Self-Promotional Piece & Budget 2

BRING YOUR BRANDING INTO 3-D

PACKAGING

SET THE PRODUCT APART

- Presentation of logo
- Range of color
- Quality and shape of materials
- Ecological benefits

OTHER ELEMENTS TO CONSIDER

- Shape
- Color
- Size
- Typography

Dermalogica

- Product line free of common irritants
- Never marketed or packaged with luxury
- Functional
- Sleek, spare, designed to reduce contamination

Lemon Jelly

- (by Airside)
- British electronica band
- Vinyl
- Cast and sleeve, die-cut
- Sleeve – cloth

The Bees Knees

- Turn product's color into total graphic element

Charles Chocolates

- Templin Brink Design – full branding
- To show product's handmade quality, as well as evoking idea that chocolate is modern

Southpaw Vineyard

- Parallax designed label first
- Unimposing
- Tell story of vineyard and wine

Navigate DVD

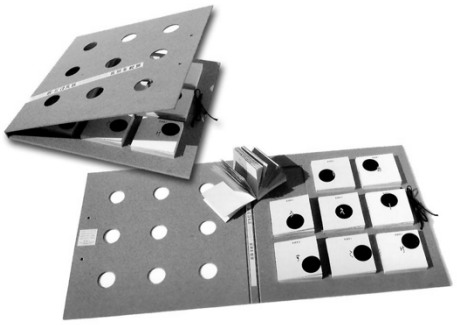
- Style Design for Impala
- Idea of navigation and travel
- Satellite pic showing landscape, suggestion of surfing on Internet

Sparky Brand

- Color!
- Bold typography, intentional misspellings

Kekkai Book

- Recycled cardboard book
- Paper sample book
- 9 mini-flipbooks
  - each decorated with black circle
  - character representing paper used
- cover – die-cut circles over shapes to reference phases of moon



Scrunch

- press release from Wrmrain
- To avoid fate of most press releases that end up in trash, sent crumbled up as a note inside Plexiglas box

Full On Films: *You're Gonna Wake Up One Morning*

- Crush commissioned by Full On Films, independent film and production company
- For short films shows at festivals
- Tight budget
- Used paper that alludes to world of drugs depicted in film by looking like the packages to wrap illegal substances

Shoot Better!

- Milkxhake for magazine *Cream* – alternative pop culture in Hong Kong
- Free promotional gift

5 Minute Candles

- Zinoo Park
- Catches eye because unusual concept, neon colors, logo and type
- Each match made of wax – mini candles

Stanley Honey

- Unique per product
- Message explains
- (great suggestion per political, eco-)

DegreesInc

- Brand marketing agency specialized on connecting consumer brands with Action Sports youth culture
- Promo box – catalog, biz cards, t-shirts, note pad, pencils, MP3 cards
- Forceful, attention-grabbing graphics

Marlboro

- Radi Designers – original matchbook
- Self-adhesive sandpaper star – becomes active part of product, promoting the brand at the same time he uses it
- Instructions

the´

- Organic tea made to be drunk cold
- Design of bottle to look medicinal
- In simple, sealed box with only logo showing
- Seal made from recycled paper

Divided

- Range of cosmetics
- Shape and color depends on contents
- Each container type has a number
- Sweden Graphics

Sainsbury's SO Organic

- Sainsbury's specifically organic line
- Offers consumers wide variety of choices to follow a healthy, balanced diet
- Canned or packed in biodegradable bags or cardboard containers

British Beat

- CD package from Fly Records, independent label
- Irony!
- Full package to look like fresh cut of meat from supermarket

SELF-PROMOTIONAL PIECE/ LEAVE-BEHIND

Remember that you can't give them a Leave-Behind if you can't get in the door first. ☺

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self-promotional piece / leave-behind

objectives

The point of a self-promotional piece is to draw attention to YOU amongst a pile of résumés. When done well, this displays your concepting and packaging abilities via knowledge of form's relation to content. This project reinforces your knowledge of the brand, but also aligns with campaign thinking because this piece is more specific and timely. And finally, strategic planning within budget will be achieved in order to bring concept to reality.

See project sheet online.

Self-Promotional Piece

- Continuation of your brand and its visual identity
- Get your tangible information in front of somebody that is not in the form of just a resumé and cover letter.
  - Provide web address
  - I also suggest social media presence
  - I suggest you have pieces (or all) of your resumé

TYPES

- Merchandise
  A bag with your logo and web address
  yawn
- Conceptual
  If done well, this is great!!!
- Cool packaging
  The tangible experience and a sort of "precious" aspect to a mailed piece (vs. just a cover letter and resumé)
- Combinations

IDEAS

- Matches, change, budget, environment, energy drink, gas card, kids toys, wallet, CD with information, notebook, spray can, seeds, crayons, calculator, graph paper, Kleenex, toilet paper…
- A beautiful way to package your resumé, from a very nice folder (*yawn*) to a cool unfolding brochure.
- *(no budget constraints for your ideas)*

- Following are examples of packaging.
  - Think about details that add to the message.
  - Think about how this would feel to receive and how you would interact with it.
  - Consider how elements of your resumé, portfolio, cover letter, and overall brand image could be conveyed.

NOTE:

ALL OF THE FOLLOWING ARE SIMPLY MEANT TO SPARK IDEAS.

SOME WILL WORK FOR YOU AND SOME WILL NOT.

SOME ARE ABOUT FORM. SOME ARE ABOUT MESSAGE. JUST START THINKING.

400 COSTUMES to DIE FOR

I KNOW WHAT YOU'RE THINKING
WHAAAT IS THIS?!!
& WHO SENT IT TO ME?
WELL THAT WOULD BE ME
PROMO BOX

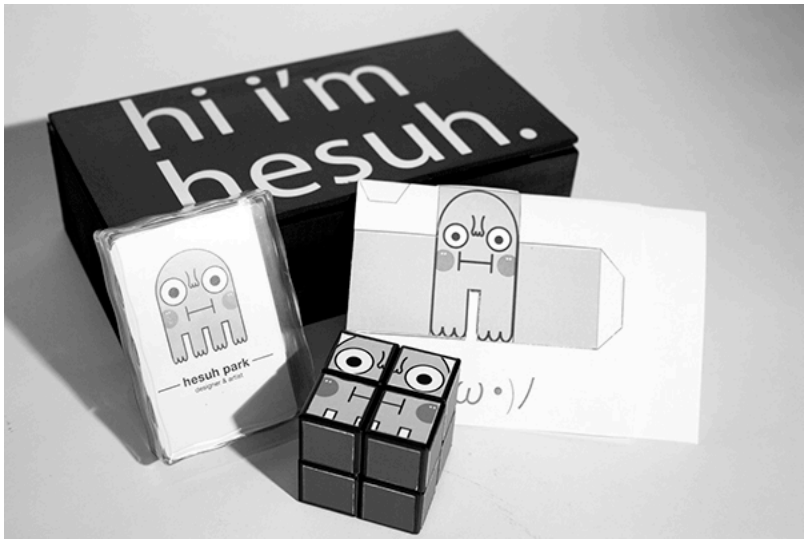
I'M NOT JUST ANOTHER GRAPHIC DESIGN GRADUATE!
I'M SAM RUSSELL
ANOTHER GRAPHIC DESIGN GRADUATE!

erynn hester
Well, hello there!
erynn hester

CHANCE
PLAY

OSTECX
CREATIVE
VS GRANDE
CAMPAÑA
xxxxxxxxxxx

What's your fortune today?
Your Lucky Numbers:
775-356-2994


hi i'm
besuh.
hesuh park
designer & artist

FIRST AID KIT FOR DESIGNER
HELP IS ON THE WAY

MARK
CANCILLA
MARK
CANCILLA
MARK
CANCILLA

Hello

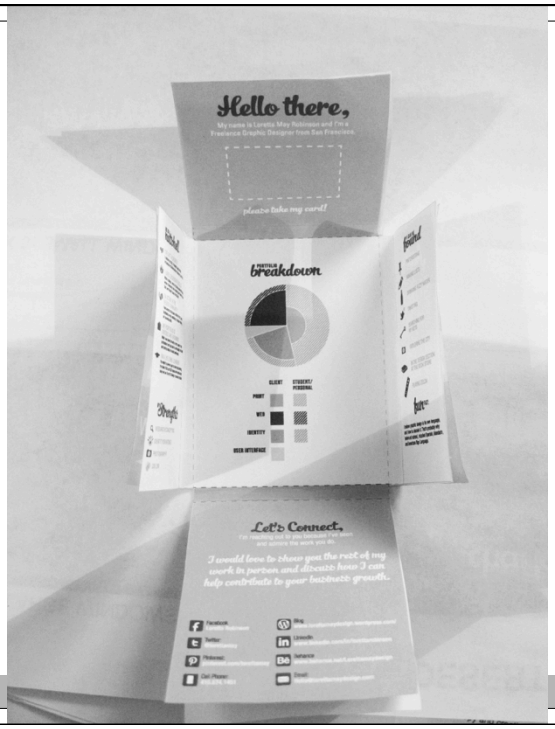
GARY
CORR
MADE EASY
FROM BELFAST
Vests are my
FAVOURITE
things to wear
NOW FOR SOME SERIOUS STUFF
EDUCATION
EMPLOYMENT
NOW ALL YOU HAVE
FINALLY FINISHED
TO DO IS TURN OVER
THE PAGE
HERO
A FEW THINGS ALL ABOUT
ME ME ME
THIS

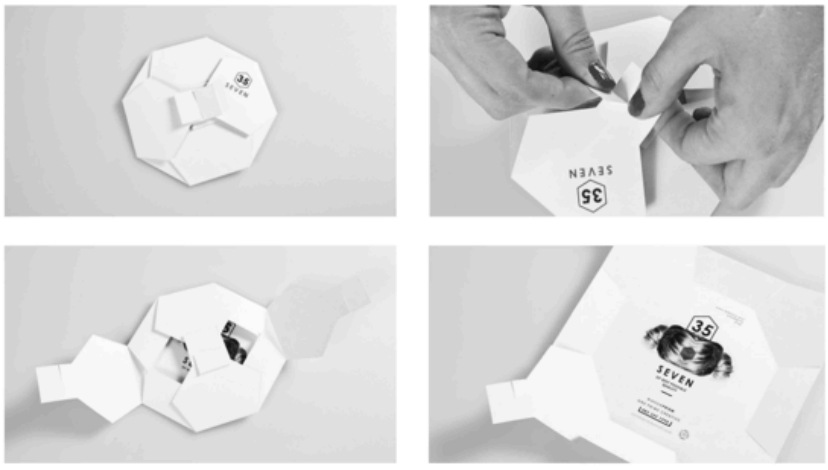
20
11
RESOLUTIONS
Start Fresh
Aim High
Make New Friends
Think Positive
Unplug
Step on Some Toes
Face Your Fears
Stay Curious
WORK TOGETHER

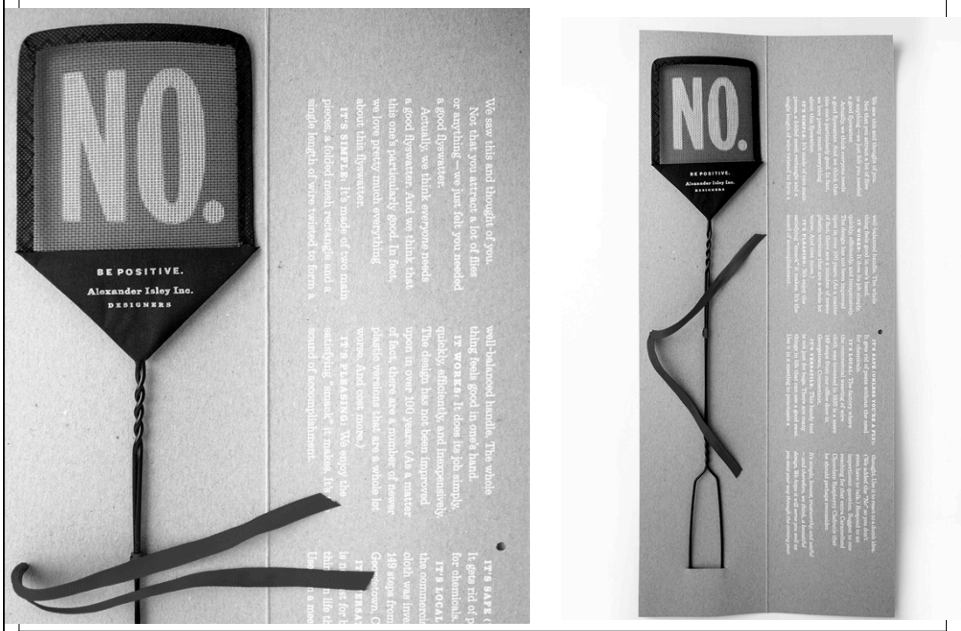
LOST SOCK DAY
BLAME SOMEONE ELSE DAY
LAST MINUTE CHANGES DAY JUN 27
NO BEARD DAY
PLAN YOUR EPITAPH DAY NOV 14
HUGGING DAY
TWIN DAY AUG 4
EVERYDAY IS A HOLIDAY
SEP 05
designarmy.com

CREATIVE BOOST
Special Edition
LOGICAL
A Mini Kit To Help You Stay Creative
TRY NEW
IN DESIGN MARKET
EXTRAORDINARY LUXIAN

Ingredients for Good Design
Morgan Brackett


Hello there,
please take my card!
breakdown
Let's Connect,


SEVEN
SEVEN



WARNING:
EVERYONE has done this. Don't do it again.

WARNING:
Avoid sending food or drink.
(Especially not alcohol, because LAWS.)

No.

REALLY No.

But maybe?

Avoid if that really is food. But….is it food? ☺

Mints don't need to be in here.

BUDGET 2

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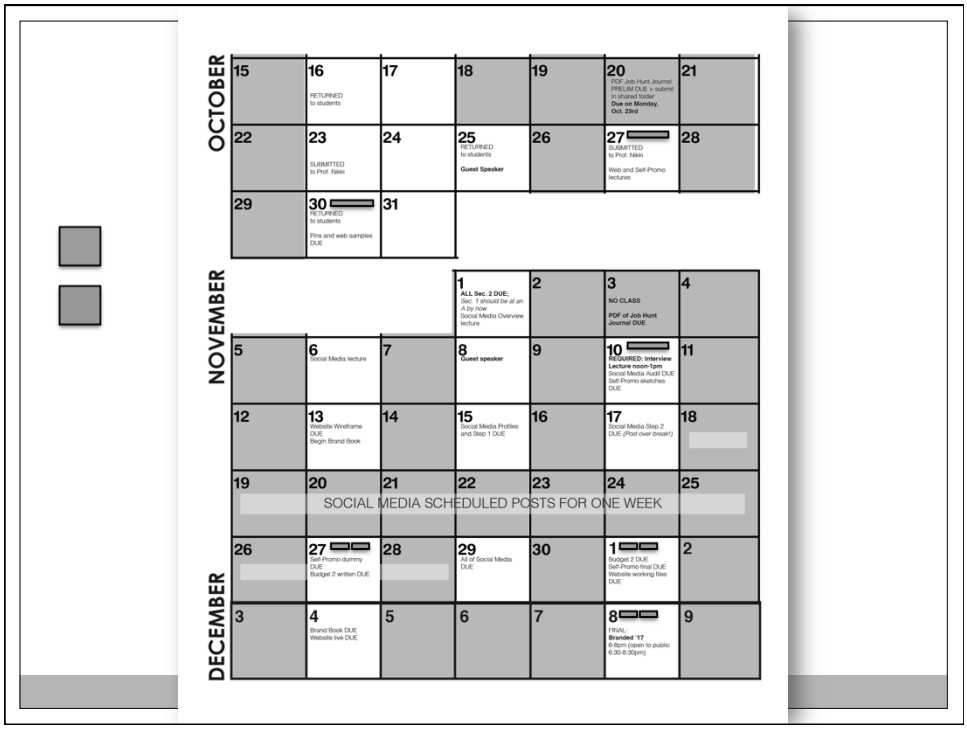
budget 2

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand.

See project sheet online.


OCTOBER
15
16
RETURNED to students
17
18
19
20
PDF Job Hunt Journal PRELIM DUE > submit in shared folder
Due on Monday, Oct. 23rd
21
22
23
SUBMITTED to Prof. Nikki
24
25
RETURNED to students
Guest Speaker
26
27
SUBMITTED to Prof. Nikki
Web and Self-Promo lectures
28
29
30
RETURNED to students
Pins and web samples DUE
31
NOVEMBER
1
ALL Sec. 2 DUE:
Sec. 1 should be at an A by now
Social Media Overview lecture
2
3
NO CLASS
PDF of Job Hunt Journal DUE
4
5
6
Social Media lecture
7
8
Guest speaker
9
10
REQUIRED: Interview Lecture noon-1pm
Social Media Audit DUE
Self-Promo sketches DUE
11
12
13
Website Wireframe DUE
Begin Brand Book
14
15
Social Media Profiles and Step 1 DUE
16
17
Social Media Step 2 DUE (Post over break!)
18
19
20
21
22
23
24
25
SOCIAL MEDIA SCHEDULED POSTS FOR ONE WEEK
DECEMBER
26
27
Self-Promo dummy DUE
Budget 2 written DUE
28
29
All of Social Media DUE
30
1
Budget 2 DUE
Self-Promo final DUE
Website working files DUE
2
3
4
Brand Book DUE
Website live DUE
5
6
7
8
FINAL:
Branded '17
6-8pm (open to public 6:30-8:30pm)
9