

Project Summary

JUNE 2022

STYLE GUIDE

- Color Palette
- Typography
- Mission Statement
- Persona
- Voice & Tone
- Content Pillars

SURVEY

Description: My client and I created a survey to gather information regarding our target persona and the types of clothing they'd feel most comfortable and confident wearing.

MEDIA KIT

- Company Introduction
- Press Release
- Style Guide (Concise Version)

VIDEO INTERVIEWS

Description: My client and I interviewed several breast cancer survivors. They shared their breast cancer journey and words of encouragement for those currently battling cancer.

CONTENT CALENDAR

- Posts
- Captions
- Hashtags
- Best Posting Times

FLATTER ME WEAR

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COMPETITIVE RESEARCH

- SWOT Analysis of the company
- Analysis of top three competitors

APPLICATION/BUDGET RECOMMENDATION

- Apps and software for editing, management, etc.
- Functions
- Pricing

OFFICIAL LOGO

EMAIL NEWSLETTER

INSTAGRAM POSTS x14

TIKTOK VIDEOS x6

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