



STRIVE TO THRIVE

# Executive Creative Strategy

HELEN OLIVARES |  
SPRING QUARTER 2023



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# Creative Brief

## BRAND NAME

■ **Brand Name:** Helen Olivares

## PURPOSE OF THE IMC CAMPAIGN

- To inform, highlight and generate knowledge around the brand for recruiters and people who want to connect.
- To connect between alumni and students that will allow for future unique opportunities to exercise creativity and collaborate with others.

## PURPOSE OF PRODUCT OR BRAND

- To design and inspire individuals, So That they are able to take something with them while engaging with likeminded individuals so they find encouragement and motivation to pursue their dreams.



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## VALUES STATEMENTS FRAMEWORK

Brand Values	What Values Mean
Diversity	To aim to be representative and accepting of all backgrounds
Professionalism	To lead as an example of professionalism
Creativity	Think outside the box
Inclusion	Be willing to consider new ideas and opinions, and welcome others with different backgrounds.

## PEOPLE: TARGET MARKET DESCRIPTION

### Marketing Objective(s) [MO] of Product or Brand

■ **Geographics:** Pacific Northwest, Bellingham, Seattle

■ **Demographics:** I am interested in joining the travel industry.

I would like to start out in a small to medium company that combines remote and in-person work and allows me to wear many hats to learn more about what I would like to do. Further down the road I would like to work in a larger company.



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- **Psychographics:** The values I would like to focus on are community, integration, authenticity, creativity, and healthy work-life balance.
- **Benefits Sought by Employer:** Passion, community, happiness, creative

## PROBLEM

- **Potential Employer:** I am a hiring manager, trying to find talent that can bring innovative and practical ideas that reach target markets that we are not under consideration, but we wish to maintain our current brand presence and image which is the primary source of revenue which can make me feel disconnected from communities.

## USER STORY

- **Potential Employer:** As a hiring manager like Meta, who want employees that demonstrate qualities relevant to their values, so that they may reach their target audience as well as connect communities in a safe environment.



# Product/Brand/MKTG Mix

## MARKETING MIX

■ **Product form (Intangible):** Intellectual services and skills to achieve desired outcome of the consumer.

■ **Distribution:**

**Method:** Helen Olivares provides services directly to consumers.

**Intensity:** Exclusive, Helen Olivares is the only company to sell its specific services.

**Channels of Distribution:** Online, E-Commerce site. Services are provided through Helen Olivares' website.

■ **Promotion:** Self-promotion via personal website, social media (Instagram, Facebook, LinkedIn, etc), and business cards.



# Product/Brand/MKTG Mix Description

## PRODUCT STRATEGY

Benefits Sought	Physical Features	Intellectual Advantages	Emotional Benefits
Delight	Creative Marketing	Innovative	Satisfaction
Consistency	Agile Marketing	Quality work on projects	Confidence
Learner	Detailed Projects	Perspective, Research, & commitment	Excitement



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## BRAND VALUE PROPOSITION

- I am a highly skilled content creator and creative professional, dedicated to helping businesses flourish and expand their reach, by developing projects that increase brand awareness and interest in younger generations. I do this by providing my developing skills as a content creator and creative to strategize projects that are engaging and captivating.

## POSITIONING STATEMENT

- Helen Olivares is the sole provider of practical strategies, creative and analytical skills that deliver effective solutions for small businesses struggling to enhance their brand awareness among the younger generations.

## POTENTIAL OF BRAND

### Marketing Objective(s) [MO] of Product or Brand

Marketing Objectives	
Revenue	Increase annual revenue to 75,000 within 6 months of graduation
User Growth	Increase LinkedIn Connection to 150+ by June 2023





## Communication Objective(s) [CO] of Product or Brand

Communication Objectives	Types of Message Strategy Methods (MSM)	
Achieve 30% <u>awareness</u> of the skills and knowledge Helen has to offer by June 30, 2023.	Achieved through	Repeat tagline “Strive to thrive” and Helen’s branding
Achieve 30% <u>knowledge</u> of the skills and knowledge Helen has to offer to employers and professionals by June 30, 2023	Achieved through	Repetition of the value proposition “”.
Achieve 20% <u>liking</u> of potential employers and professionals by June 30, 2023.	Achieved through	Repeat tagline “Strive to thrive” and Helen’s branding

## Persuasion: Tagline or Campaign Theme for Product or Brand

**Tagline:** Strive to thrive

**Explanation:** It can be difficult to confront difficult situations but through change and motivation, inspiration and creativity can take root to accomplish even the most difficult task.

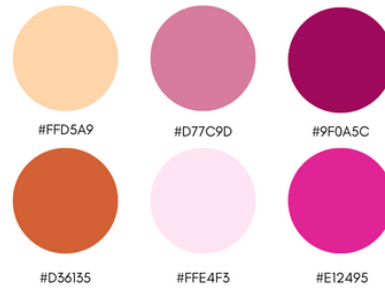


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## Brand Elements for Product or Brand

### Common Brand Associations

#### Colors:



#### Fonts:

BROWN SUGAR

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

POPPINS

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

FUTURA

A B C D E F G H I J K L  
M N O P Q R S T U V  
W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z

#### Logo:



#### Tagline:



**Strive to Thrive**



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**Tone:** Friendly tone. Brief and clear that relays information to employers and professionals. Focus on accessible language and dynamic, positive, and inspiring vocabulary.

## Five Senses Brand Associations

**Look:** Spring

**Smell:** Lemon, berries and hints of watermelon

**Sound:** Wind through the trees, and birds chirping

**Taste:** Berries and chocolate

**Feel:** Fresh breeze



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## SAMPLE EXECUTIONS



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