

# **SMAD DAY 2021 CAMPAIGN PITCH**

Julia Yeager



## Mission

- Develop the marketing of **SMAD Day 2021** by **creating a comprehensive campaign** to brand the event.
- Create deliverables that appeal to the various target audiences. These deliverables include **digital, social, and print.**



# Audience

## Current Students

- to inform them about what is SMAD day
- to advertise to attend informative career sessions, gain networking opportunities, and get feedback on their portfolio/resume.

## Alumni

- To inform them about information and opportunities they can participate in for SMAD Day.

## Faculty/Staff:

- To inform them what is happening with SMAD day and logistical concerns.



## Tone

-The client's organization/event will be communicated in a professional manner yet light and creative. It will highlight the use of technology in the SMAD program.

-Adjectives include: Trendy, Hip, Concise, Modern, Creative, Fun, and Appealing



## Strategy

-The campaign idea is to have a digitized style portraying **SMAD Day 2021 to be very modern and up-to-date with the digital times.** The font will suggest the organization to be very to-the-point and direct which will emit a **professional tone.** The pops of color will elevate and add to the tone for **fun, on-trend** vibe.

-There will be digital elements in each deliverable such as **pixelization or a glitch-like effect.**

This styling suggests SMAD as a bold major and that SMAD Day guests are the future of the tech and design industry who also welcome ingenuity and innovation.

# Font Strategy

Helvetica Light

Helvetica SMAD DAY

---

Helvetica Light Oblique

*Helvetica SMAD DAY*

---

Helvetica Regular

Helvetica SMAD DAY

---

Helvetica Oblique

*Helvetica SMAD DAY*

---

Helvetica Bold

**Helvetica SMAD DAY**

The font will be **san-serif** and simple to juxtapose the stark digital-esc elements. The **Helvetica** font family will be used.

# Color Strategy

The color scheme includes **brighter/neon tones of the original SMAD colors** and include black and white.

The digital/pixelation design element will be in the colorful colors.

All text will be in black or white.

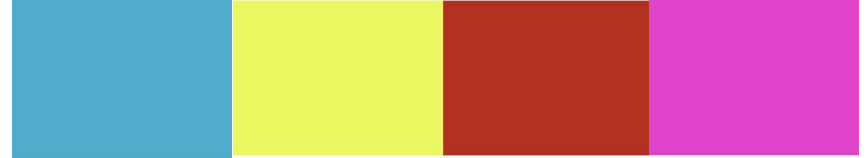


#2E038C

#4DBF3B

#F2C029

#F21F0C

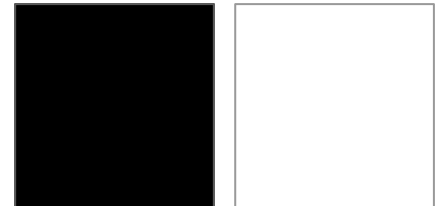


#1DAED0

#E8FA39

#C11F0F

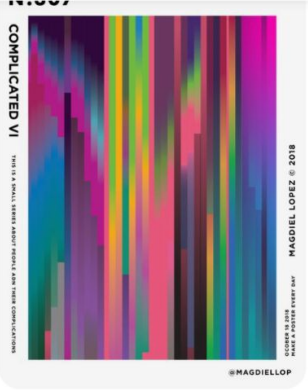
#F229D1



# Moodboard/Inspiration



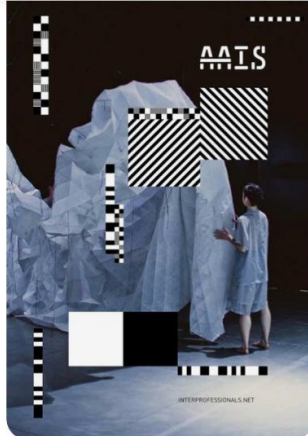
garadinervi



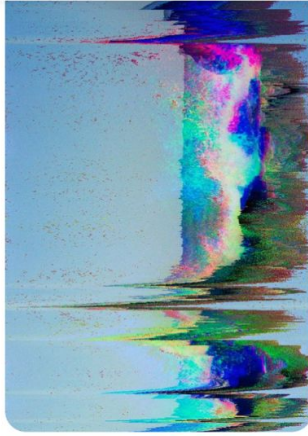
Magdiel Lopez — Posters



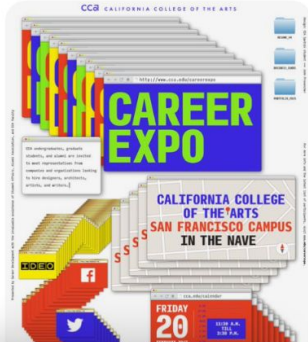
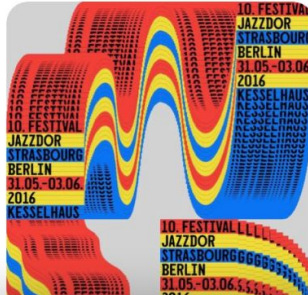
Arte - Felipe Pantone :  
"Chromadynamica #83" -...



"chk aais 01", by chk  
design, United Kingdom -...



trnscondnt





# Moodboard/ Inspiration



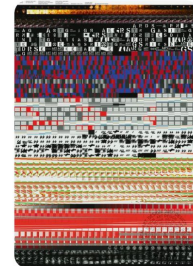
Jazzdor Strasbourg Berlin 2016 posters ☆



ROMA flowers shop | Branding ☆



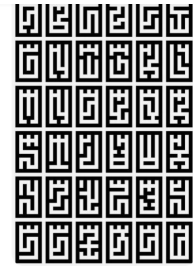
Module - Rentrée Numérique ☆



KASHIWA SATO - CREATIVE DIRECTOR | SAMURAI INC... ☆



Magdiel Lopez — Posters ☆



pixel fonts ☆



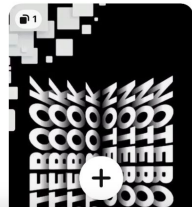
Pipiotti Rist Pixel Forest - hubertfischer | Graphic... ☆



Inspiration ☆



Pixelache Helsinki | Ch? teau Fort Fort - 51253 - ... ☆



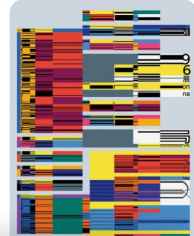
New Poster Art - Sci-Fi-O-Rama ☆



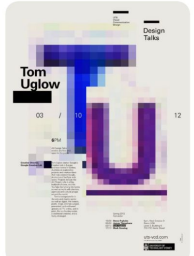
Offline Vintage Vaporwav... Zazzle ☆



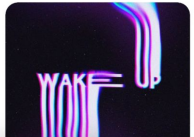
DutchCulture Buitengaats 2014 ☆



A (36 days of type) ☆



DOMO-A Inspiration blog ☆

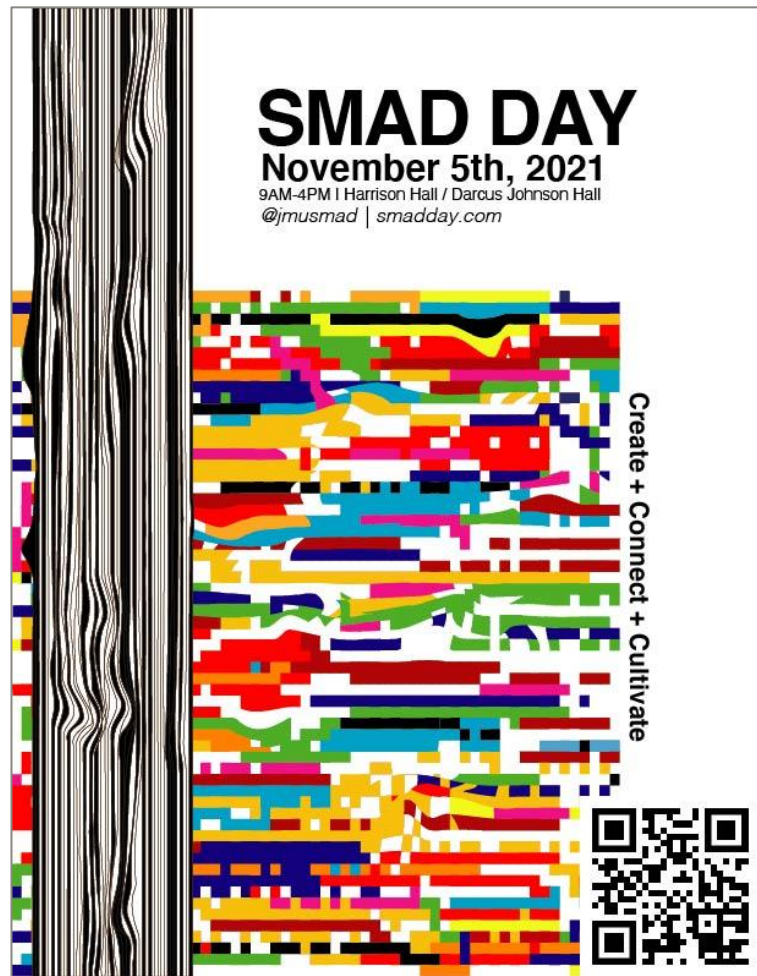




# Deliverables

# Print Deliverable

11x17 Promotional Poster



Link to  
smadday  
.com



# Digital Deliverable

1920x 1080 px Website Banner/ TV Monitor Graphic



# Social Deliverables

iPhone X Sized Social Media (Instagram/Facebook/Snapchat, etc.) Stories





# Comments?

Thank you so much for your time.