

Tonie *Gomez*
design management


Tonie Gomez
Orange County, California

Nemo Designs

Project Development
& Creative Direction

Project Brief

The concept for this solo project was derived from a previously completed group project. The finished pieces were designed to communicate the client's new business strategy to prospective investors. The challenge was to create a compelling and realistic business strategy and to produce branded materials to motivate a very specific audience.



STRATEGY FOR THE FUTURE

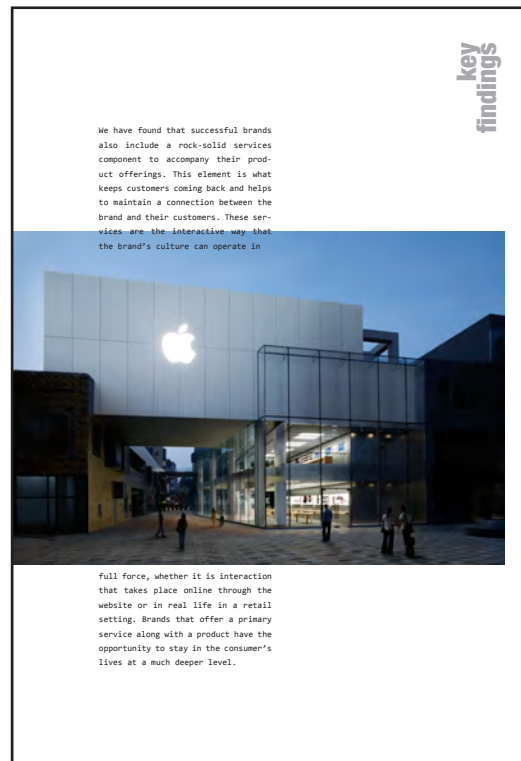
Changing the game

-BRANDING FROM THE INSIDE OUT-

nemo

Agencies that are involved in the initial development and design of products are able to convey brand messages more effectively from a position of being "inside the brand" and can be more effective at delivering experiences and products that consumers really want. We call this function of an agency, "branding from the Inside Out".

Meet with us to find out how your business can start to change the game.



key findings

We have found that successful brands also include a rock-solid services component to accompany their product offerings. This element is what keeps customers coming back and helps to maintain a connection between the brand and their customers. These services are the interactive way that the brand's culture can operate in



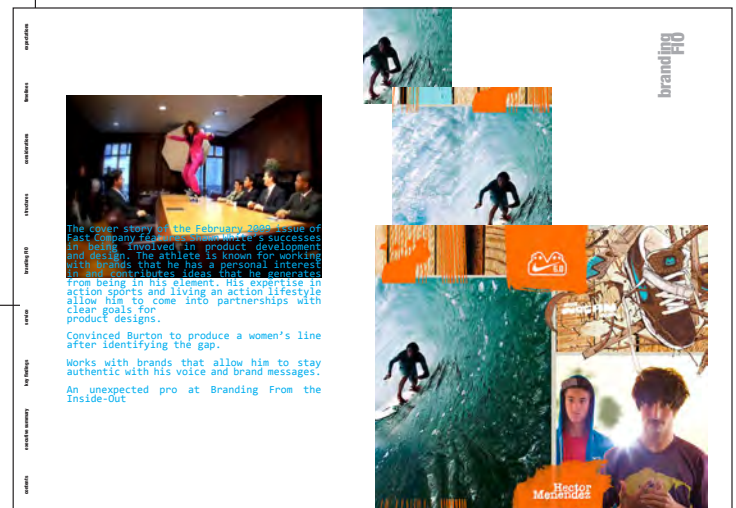
full force, whether it is interaction that takes place online through the website or in real life in a retail setting. Brands that offer a primary service along with a product have the opportunity to stay in the consumer's lives at a much deeper level.

Project Goals

- Illustrate the unique brand, culture and spirit of the company.
- Communicate the strategy for the company's new direction and business activities.
- Inspire investors to provide funding needed to develop the new strategy and business offerings.

Outcomes

It is not likely that an actual business would be able to expand and develop a completely new line of services without adequate resources. The strategy created for this project would require significant risk and invention on the part of the company in order to leap ahead and become an innovator in the advertising and branding industry. The campaign to reach investors included the booklet and mailer as part of an information package to be provided to the audience during fundraising activities.

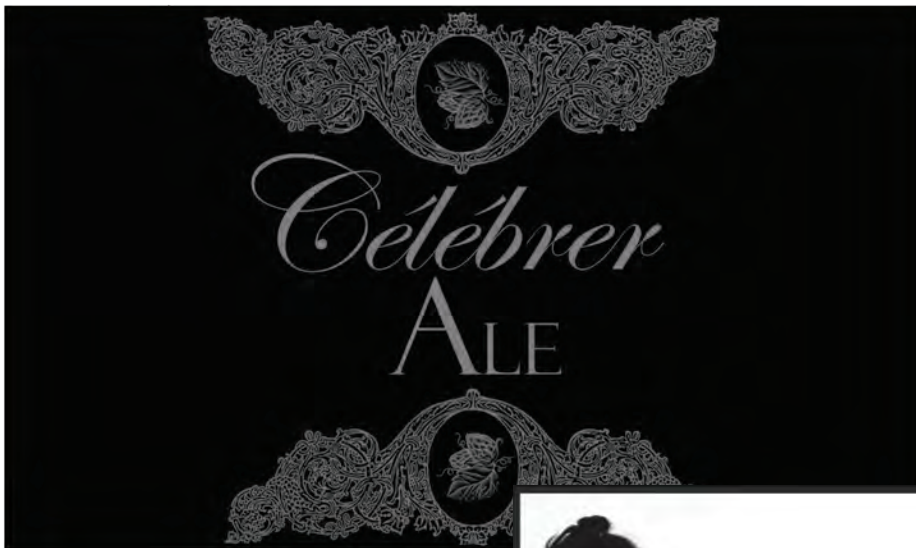


Celebrere Ale

Brand Development
& Creative Direction

Project Brief

Celebrere Ale is a brand that was developed to market a new product to an existing market segment. The product was designed to satisfy the needs of beer enthusiasts



Project Goals

- Illustrate the unique brand, culture and spirit of the company.
- Communicate the strategy for the company's new direction and business activities.
- Inspire investors to provide funding needed to develop the new strategy and business offerings.

Outcomes

It is not likely that an actual business would be able to expand and develop a completely new line of services without adequate resources. The strategy created for this project would require significant risk and invention on the part of the company in order to leap ahead and become an innovator in the advertising and branding industry. The campaign to reach investors included the booklet and mailer as part of an information package to be provided to the audience during fundraising activities.



Discovery Tours

PR & Promotion

Project Brief

This project is based on a scenario that the Discovery Tours company hired my group to create a PR and promotions campaign for the opening of a new office and expansion of business into the Portland area. The business is part of the Discovery Channel.



Project Goals

Design an exciting launch event and marketing communications for the company's local launch. Create ways that partnerships could be developed between the new company and existing local businesses and organizations for marketing purposes as well as long-term symbiotic business relationships. Create unique identity, brand message and services to distinguish it from Discovery Channel and existing Discovery Tours operations.

Outcomes

A grand opening event was planned to kick off the business operation that included a project brief, budget requirements and launch schedule that coincided with introducing new services. Business identity and marketing materials were developed for marketing the company to develop partnerships in the community as well as for the grand opening to the public.

Client Packet

II. Project Overview

This project was created to fulfill the requirements of the ADV431 Public Relations and Promotion course instructed by Kathy Opatzky during the 2010 summer term at The Art Institute of Portland.

Our overall objective was to gain an understanding of how to articulate the public relations goals of a client and to produce a plan that could be executed by the company. Meetings with the client were necessary to create a PR plan based on the company brand objectives and how the business sought to introduce themselves and interact with the community.

Since our group worked with a "virtual client", we used our best judgments about the company's goals based on our research of the company and took creative liberties in designing an ideal PR situation that we felt would best meet our client's needs.

The work for this project was done as a group. We conducted working meetings and set deliverables to work as the plan developed. Our primary areas of focus were as follows:

- Asha Darzsy - Creative Direction and Graphic Design
- Tonia Gomez - Project Management and Development
- Megan McDonald - Development and Production

Client Packet

2. Design Brief

Product / Brand Features, Differentiation

Discovery Student Adventures, headquartered in Spokane, Washington, is launching a Portland branch called Discovery Student Adventures Portland or Portland Discovery Tours. The Portland branch will serve a target market where there is currently a lack of similar offerings.

Though Portland Discovery Tours will use similar formats for services and tour offerings and will be able to directly access various existing resources from Discovery Student Adventures, Portland Discovery Tours will have its own brand identity and will create many of its own local resources for operations, products and services as the company develops.

A unique brand identity allows the new company to branch out and try new formats and services without compromising the parent company's existing brand image. It will also help Portland Discovery Tours establish new customer brand loyalty to the local company.

Products

Portland Discovery Tours will launch with a feature offering differentiating it from Discovery Student Adventures but in keeping with the overall services and objective of the parent company.

Four Mini-tours with destinations within Oregon

- Tips are designed to explore various locations throughout the state by train, tour or shuttle bus, boat, bicycle and horse.
- Mini-tours offered year round.
- Length of trips range from 3 to 6 days.
- Cost of trips start at half the cost of major tours.

Mini-tour destinations will be offered after the company launch which will have a format consistent with Discovery Student Adventure tips.

- Destinations involve international travel or flights to other US location.
- Typically offered during the summer months.
- Length of trips range from 7 to 15 days.

Client Packet

Market Position

Target Market

- Families with youths in grades 5 through 12
- Teachers, K-12 active or retired
- Target market located across the state of Oregon with primary concentration in the cities of Portland, Salem, Eugene, Bend and Vancouver, Washington
- Smaller market segment is located throughout all of Oregon including the cities of Medford, Ashland and small communities throughout Central, Eastern and Southern Oregon.

Demographic and psychographic information

- Youth ages 10 to 18
- Male and female parents and grandparents, all ages
- All family sizes with any children
- Income range: \$50,000-\$90,000, \$90,000-\$100,000
- All occupations and education levels
- Social classes: working class to upper class
- Lifestyles: drivers and achievers

Marketing Research

- Research will take place to determine the number of schools in Portland metro, Salem, Eugene and Vancouver including numbers of homeschoolers.
- Research will take place to determine number of schools in Oregon outside above areas.
- Research will take place to determine the estimated number of total students in target area.
- Typical activities of target audience:
 - Students in the target market typically spend the majority of their time in traditional school classrooms. When not in school, youths may participate in extra-curricular activities around sports, the arts or church youth groups.
 - Many students do not have organized activities lined up for after school and may spend time at home or with friends playing video games, watching television or on computers doing social media.
 - Very little opportunities exist for youths in school to adequately travel and explore the area.

Client Packet

Discovery Student Tours Portland

PR Plan Proposal

Client Contact: Megan Viles
Presentation Date: September 14, 2010

I

Asha Darzsy ♦ Tonia Gomez ♦ Megan McDonald ♦ Diana Watkins
ADV431 Public Relations and Promotion - AIP SU10 - Kathy Opatzky

Client Packet

- Mission statement taken verbatim or assessed in the context of organized youth enrichment opportunities.
- Main communication methods:
 - Facebook
 - Discovery Tours website
 - Travel blogs
 - www.portland-oregon-magazine.com
 - www.travelportland.com
 - www.50perfectdays.com
 - Various websites supporting youth education, travel, history and exploration.
- Magazines and other print media and accompanying websites:
 - Metro Parent
 - Portland Family Magazine
 - Travel Oregon
 - Portland Monthly Magazine
 - The Oregonian - Metro and How We Live sections
- Schools, community organizations:
 - Portland Public Schools - metro area
 - Area public school district - Beaverton, Canby, Cornelius, David Douglas, Clatsop-Borrow, Hillsboro, Lake Oswego, North Clackamas, Oregon City, Oregon Trail, Rainier, Reynolds, Riverdale, Sherwood, Tigard-Tualatin, West Linn-Wilsonville, Eugene, Bend.
 - Homeschool organizations - OHSIG "hub" group, Greater Portland Homeschoolers, Oregon Home Education Network.
- Commercial and government partners:
 - City of Portland - City to Youth Program and surrounding city government youth programs.
 - Oregon Trail Society
 - OMS
 - Children's Museum
 - REI
 - New Seasons Grocers
 - Church youth groups

Client Packet

Competitor Research

- Research will be conducted to assess other youth travel organizations
- Research will be youth service-adventure tours, such as Outwre Bound

Current Situation

The business launch requires two main PR elements:

- i) New brand identity and collateral
- ii) Launch event celebrating the opening of Portland Discovery Tours

Objectives for the PR Campaign:

- i) to inform the public about the business opening and establish brand identity
- ii) to provide information to the public about the new business' overall service offerings
- iii) to create local partners for resources and marketing
- iv) to create marketing awareness for Discovery Student Adventures parent company
- v) to sign up new customers for upcoming tours and services

Publics

- Oregon Educators - public and private schools
- Youth community groups
- Parent community groups
- Neighborhood community groups
- Church community groups
- Commercial partners
- Teen magazines
- Travel magazines
- National television broadcasting
- Social media users

Risks of Campaign

- Creates inaccurate or ambiguous brand identity
- Does not reach publics and target market

Green Demon Laser

Strategic Planning,
Brand & Business
Development

Project Brief

The concept for this solo project was derived from a previously completed group project. The finished pieces were designed to communicate a new business strategy to prospective investors for the client. The challenge was to create a compelling and realistic business strategy and to produce branded materials to motivate a very specific audience.



Project Goals

- Illustrate the unique brand, culture and spirit of the company.
- Communicate the strategy for the company's new direction and business activities.
- Inspire investors to provide funding needed to develop the new strategy and business offerings.

Outcomes

It is not likely that an actual business would be able to expand and develop a completely new line of services without adequate resources. The strategy created for this project would require significant risk and invention on the part of the company in order to leap ahead and become an innovator in the advertising and branding industry. The campaign to reach investors included the booklet and mailer as part of an information package to be provided to the audience during fundraising activities.



Glaceau

Ethnographic & Design Research

Project Brief

This project was intended to be a deep study and into design research. The persuasive purpose of this design research project was challenge viewers to consider changes that take the market to the next generation in providing enhanced water to consumers.

A followup ethnographic study was conducted to examine the environments and behaviors of consumers when using bulk food containers at grocery stores.



Research Challenge :

To modify the design and distribution of bottled water beverage products, enabling users to change their purchasing habits towards behaviors that collaborate with the company in actualizing the brand tag line: “Hydrate Responsibly”.

Project Goals

Create a research methodology regarding a topic that could be studied in the consumer marketplace.

Provide data about a problem that could be resolved by changing existing mass-marketing and consumer behavior:

Provoke an interest in looking at what manufacturers bring to market, marketing of consumer goods and how consumers interact with product processes.

Outcomes

Two levels of research took place that examined a single issue through different product models and consumer usage. Additional research was needed in both cases in order to truly provide evidence and research to meet project goals. However, discoveries about the significance and scope of design research allowed for a solid foundation to be established for future work on the topic.



Opportunities for Solutions in
Grocery Store Bulk Food Selections