

KJ DESIGNS 

Personal Statement

The following campaigns communicate my style when it comes to copywriting and design. Each brand is emphasized to show its unique selling point. I learned alot about how to speak clearly & concisely to get my main idea across. I hope you enjoy my work.

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Campaign One

The World Wildlife Fund campaign is about showing where certain items belong vs. in the ocean, where they could harm animals. The campaign was made to form awareness about throwing things away, putting things up and recycling them.

Creative Brief

Brand: World Wildlife Fund

Objective: To boost awareness with a creative campaign that aims to show people how to find solutions to save life on our planet for all species.

Why does our client need to advertise? People are interested in what they can do to help save our wildlife populations, but often lack the knowledge on what they specifically do to help. The client needs to advertise ways in which people can do their part to help slow the rate of species extinction and impact life in a positive way.

What is advertising going to accomplish? It will help everyone make a conscious effort to do their part to protect wildlife and maintain the populations of hundreds of animals that are at-risk of extinction. This will also help them gain volunteers and get donations.

Who are we going to connect with? We are going to connect with the millennial generation, who are eager to find something they connect with, that will make them feel good about contributing their time to, that will benefit all wildlife for generations after. Income level between \$30,000 - \$60,000. Males and Females between the ages of 22 – 35.

What are the most insightful things we know about them? Millennials are the technology generation. They live and breathe technology. They are no longer “babies” with a lot of them out of college and beginning their lives. They are passionate about helping and giving back to save the environment.

What is the single most effective message that we can convey to them?
We cannot afford to fail in our mission to save life on our planet.

What else is there to know that supports this message?

“We protect wildlife for many reasons. It is a source of inspiration. It nurtures a sense of wonder. It is integral to the balance of nature. In our work, WWF focuses on saving populations of the most ecologically, economically and culturally important species in the wild. Ultimately, by protecting species, we save this beautiful, vulnerable and utterly irreplaceable planet we call home.” (– Quote from Website that summarizes WHY we should save our planet.)

The world’s leading conservation organization, WWF works in 100 countries and is supported by more than one million members in the United States and close to five million globally.

This belongs in the **trash**,
not in our **oceans**.



Soda rings are **deadly**
to marine wildlife and
birds. Take the time to
cut the rings up so
you can help
save an animal's life.



Save Our Oceans.





Campaign Two

The Clermont Family Eyecare campaign is about protecting your eyes from the sun. The campaign was made to raise awareness about the harmful effects the sun can have on ones eyes.

Creative Brief

Brand: Clermont Family Eyecare

Objective: To get the word out about Clermont Family Eyecare, and their wide array of Frame Styles and various promotions.

Why does our client need to advertise? They are not widely known besides word of mouth, and do not have the same budget as their competitors, so they need to make each ad count. They are from the small town of Clermont. A lot of potential clients travel into Orlando to go to "the big guys". Because these people are not aware of Clermont Family Eyecare.

What is advertising going to accomplish? To bring in more customers and raise awareness of their business, and attract families. Mom's in particular, since young children need to come in yearly for eye checkups. We are going to target moms who want to protect their children's eyes from the sun.

Who are we going to connect with? Moms, ages 25 – 45, with young and teenage children between the ages of 8 – 16.

What are the most insightful things we know about them? They like to save and find great deals for their family. They are usually in charge of finding eyecare for their families.

What is the single most effective message that we can convey to them? Protect your eyes from the sun.

What else is there to know that supports this message? We offer payment plans. (financing)

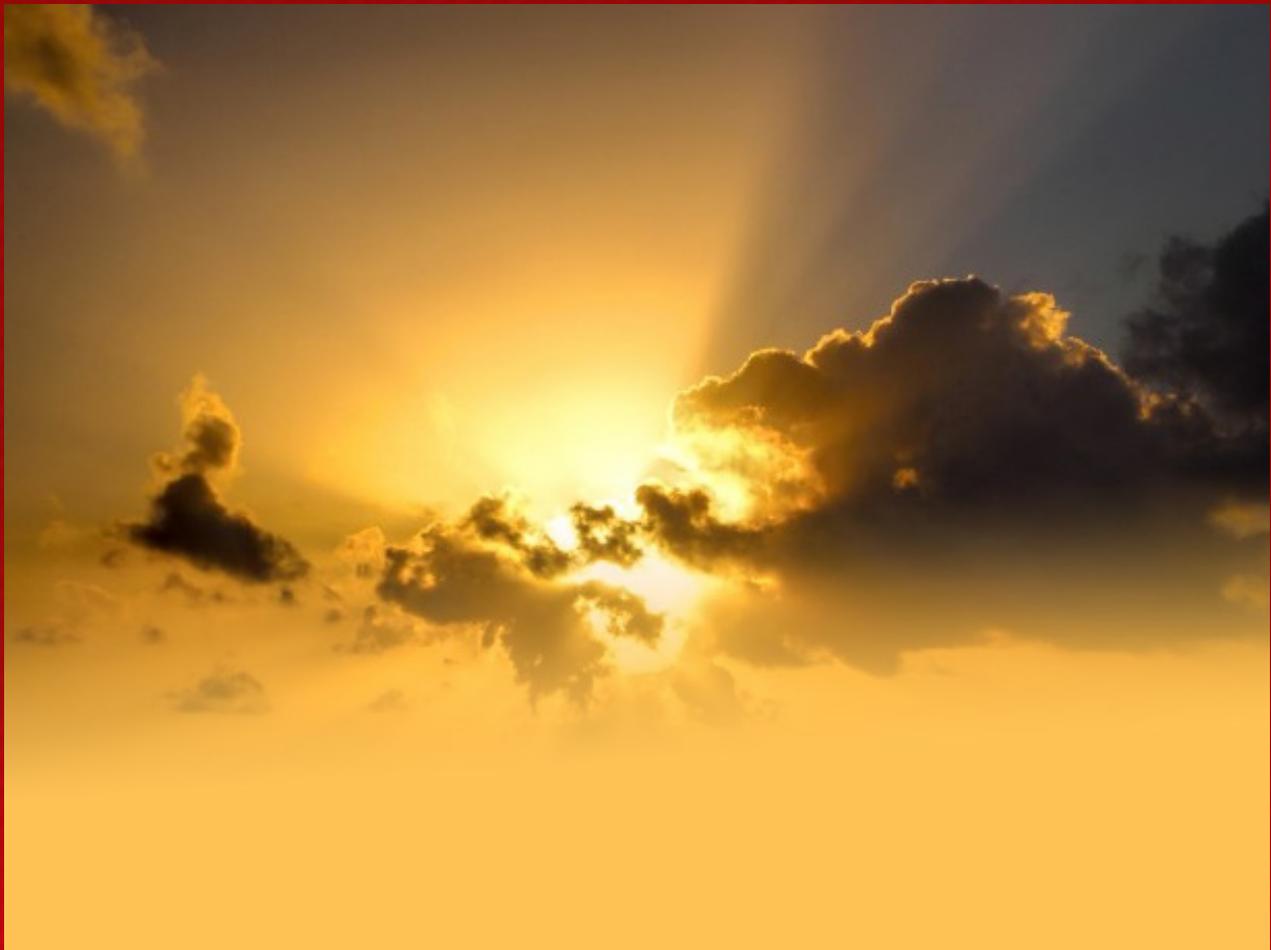


Shield your eyes from the sun.

The more time we spend in the sun, the greater damage we risk doing to our eyes. In fact, most of a person's lifetime exposure to UV radiation occurs by the age of 20. At Clermont Family Eyecare, we carry lenses that are rated UV 400 or higher to block 99.9% of UV rays. Get protected.



CLERMONT FAMILY EYECARE
www.clermontfamilyeyecare.com



Protect your eyes from the rays.

UV rays can harm your eyes, not just your skin. Sunglasses that have UV protection are like sunblock for your eyes. At Clermont Family Eyecare, we carry lenses that are rated UV 400 or higher to block 99.9% of UV rays. Get protected.



CLERMONT FAMILY EYECARE
www.clermontfamilyeyecare.com



Safeguard your eyes from the sun.

The sun has harmful UV rays that can not only affect our skin, but also our eyes. At Clermont Family Eyecare, we carry lenses that are rated UV 400 or higher to block 99.9% of UV rays. Get protected.



CLERMONT FAMILY EYECARE
www.clermontfamilyeyecare.com

Campaign Three

The Southwest Airlines campaign is about relaxing before you arrive at your destination while you travel.

Creative Brief

Brand: Southwest Airlines

Objective: Promote awareness of the relaxation you can have before you arrive at your destination.

Why does our client need to advertise? A lot of the clientele that Southwest has is current members. Southwest wants and needs to target new clients that should consider them the #1 choice when it comes to flying.

What is advertising going to accomplish? Advertising is going to bring in more clients that travel frequently and that have the money & less restrictions to travel.

Who are we going to connect with? Young adults, aged 20-25. Especially during spring break time.

What are the most insightful things we know about them? They like to travel, and have less responsibilities like a stable job or children preventing them from visiting anywhere their heart desires. They are most likely to travel between March & April for spring break, and between May – August during the summertime months.

What is the single most effective message that we can convey to them? Relax before you arrive.

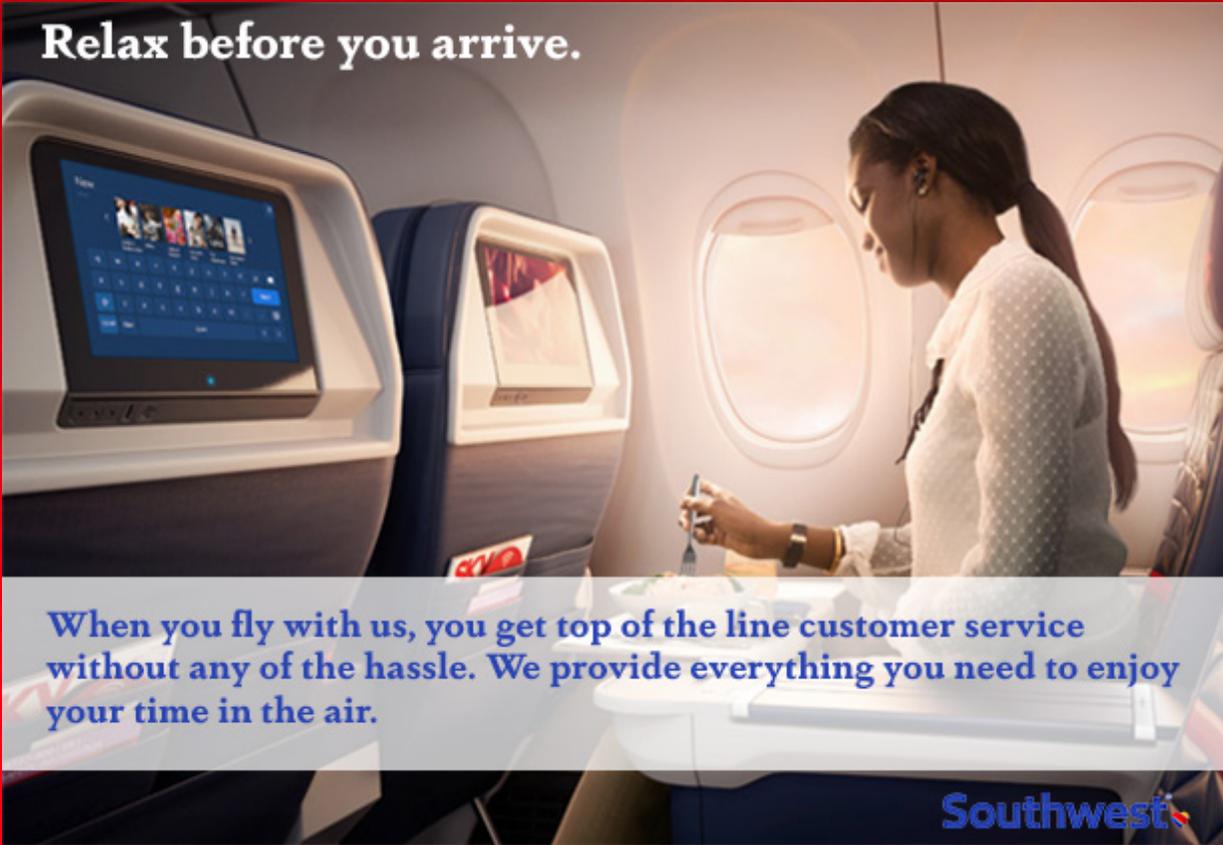
What else is there to know that supports this message? This will run before spring break, so from January to March. This is a special deal, that ends March 8.



Unwind before you arrive.

When you travel with us, our goal is make sure you enjoy yourself and have a pleasant ride to your destination.

Southwest 



Relax before you arrive.

When you fly with us, you get top of the line customer service without any of the hassle. We provide everything you need to enjoy your time in the air.

Southwest 

Kick back before you arrive.



From the time we depart until the time we land, your experience will be as relaxing as possible. Our customer service is #1 for a reason.

Southwest

Campaign Four

The Yamaha Guitars campaign is about getting quality guitars for a reasonable price. The campaign was made to raise awareness about the time and energy that goes into making each guitar, and how Yamaha will keep you strumming.

Creative Brief

Brand: Yamaha Guitars

Objective: Get more people to purchase Yamaha Guitars

Why does our client need to advertise? Yamaha wants to advertise how unique their guitars are, and how much expertise they have when it comes to building them, and the time and effort they put into each guitar.

What is advertising going to accomplish? It's going to let everyone and anyone interested in music know that Yamaha is committed to created excitement and culture inspiration together with people around the world.

Who are we going to connect with? We will connect with musicians and anyone interested in music or learning it. The ages will be from 30-45, middle class people.

What are the most insightful things we know about them? They love to learn new things and take on projects. They care about getting the most bang for their buck. We plan to show them that Yamaha Guitars are not only high-quality but also cost effective.

What is the single most effective message that we can convey to them? Affordable Yamaha Guitars create excitement and cultural inspiration.

What else is there to know that supports this message?

The Yamaha Quality is a set of criteria that supports Yamaha's insistence on quality in products and services and our dedication to excellence in manufacturing. These criteria assist in making the Corporate Philosophy a reality. They are:

- Excellence
- Authenticity
- Innovation



We take the time to craft our guitars with love.

So that every note you play is from the heart. From the finely-aged wood to the finely-tuned strings, we are committed to creating the industry's best product. We put time and effort into each guitar, so that you can depend on it for years to come.

We'll keep you Tuned.



We make the effort to create reliable and dependable guitars.

Our guitars are made to create excitement and inspiration. We take pride in being able to provide high-quality guitars, that stands up to all your music making sessions.



We'll keep you Tuned.



A close-up photograph of a guitar's headstock and strings, set against a dark background. The strings are in sharp focus, extending from the bridge to the headstock. The headstock is dark, and the strings are light-colored. The background is a dark, textured surface.

We create quality guitars so you can keep strumming.

Yamaha guitars are not only high quality, but we are also cost effective. The time and effort put into each guitar will be evident with the durability and sustainability of each guitar. Our guitars are made to handle all your music making power, and jamming out sessions.

We'll keep you Tuned.



Campaign Five

The Netflix campaign is about watching Netflix for as low as \$7.99 per month. The campaign was made to raise awareness about what could be your new next favorite shows, and that you can binge watch them.

Creative Brief

Brand: Netflix

Objective: Get more people to watch Netflix Original Movies & TV Shows

Why does our client need to advertise? Netflix has competitors like hulu and HBO that offer movies and even TV shows. We need to show everyone that Netflix Original Movies & TV shows are where they should be. We want to get people to binge watch our shows.

What is advertising going to accomplish? It's going to get people hooked on a new show, which keeps them paying their monthly subscription, which will add to Netflix's sales. Also, we are helping to bring out emerging new actors and actresses.

Who are we going to connect with? Millennials between the ages of 20 – 38. They are in the Low – Middle tax bracket. We plan to get them to watch after work, or on the weekends.

What are the most insightful things we know about them?

This group is into "Netflix & Chill". They will binge watch entire series and seasons. Netflix Original Movies and Shows are often watched as a suggestion from a friend via social media. They are tech savvy and often don't have a lot of spending money available, so paying for Netflix's small monthly charge is a conscious decision they are making.

What is the single most effective message that we can convey to them?

Check out Netflix Original Movies & Shows for an even better and more affordable experience.

What else is there to know that supports this message?

- No cable required, just need internet.
- Every original show and movie features emerging actors/actresses.

30 Second Radio Spot

Voice Actor 1

Ugh, are you serious?

Voice Actor 2

What's wrong, Dave?

Voice Actor 1

My Cable bill, it's outrageous!

Voice Actor 2

Let me see, oooo, ouch. That's why I switched.

Voice Actor 1

Switched? To what?

Voice Actor 2

Netflix, man! It has all my favorite movies and shows starting at \$7.99 a month!

Voice Actor 1

Wow. I like the sound of that. Maybe I should switch...

Voice Actor 2

Yeah you should. They even offer the first month for free.

Voice Actor 1

What? I'm signing up right now!

Anncr

Netflix starts at \$7.99 for one person and increases with the amount of people using it. 1 Month free for new subscriber only, void where prohibited. Go to www.netflix.com to learn more.



Thank You for Viewing

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