

# Fresh Fare Farms

- Campaign Deliverables -

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www.FreshFareFarms.meals/signup

#### **Brand Representation**





#### **Campaign Objectives and Goals**

- Expand their customer base to a younger demographic
- Bringing awareness to community food insecurities and provide an easy way for people to help



#### Consistency

Strengthen brand identity be creating cohesiveness through consistency

- Colors
- Typography
- Shapes
- Alignment



#### **Target Audience Visual Preferences**

Diverse men and woman ages 21 – 35, tech savvy, active on social media, and value ethnic and racial diversity.

#### Preferences:

- Simplicity
- Image-driver content
- Attention-grabbing features



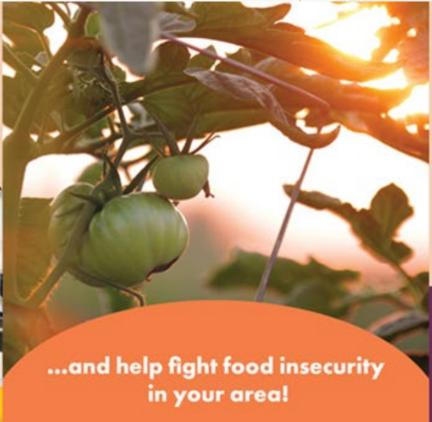


### Adaption

Magazine Advertisement







"Fresh Fare Farms to your table"

**SIGN UP** 

during Hunger Action Month
to provide meals to your
community!







www.FreshFareFarms.meals/signup

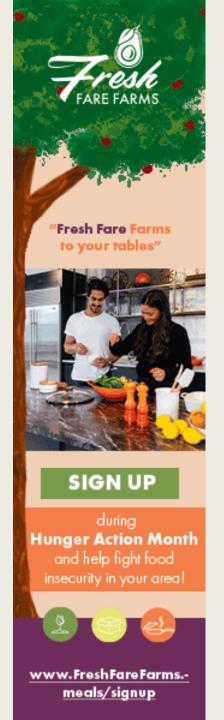
# Adaption

Social Media Advertisement



### **Adaption**

Animated Skyscraper Advertisement





#### **Choice of Design and Visual Elements**



#### **Attributions**

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7-1 Project Submission		<u></u> J	<u> </u>		
Magazine Advertisement: 3–5 high-resolution (at least 300 dpi) images aligned with the style and rules defined in the brand style guide					
Animated Digital Advertisement: 3–4 backgro		,			
Seamless Social Media Carousel: 1–3 images		<u> </u>	<u>,                                     </u>		
Note: You will complete and submit this sheet as part of your project deliverables.					
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7-1 Project: Seamless Social Media Carousel	Man and woman cooking by Jason	Unsplash	1	from Unsplash is licensed by Unsplash	https://unsplash.com/photos/man-
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	Organic tomatoes in a garden at	under the	1	Organic tomatoes in a garden at sunset in	https://unsplash.com/photos/gree
7-1 Project: Seamless Social Media Carousel	sunset in natural light by Chad	Unsplash	1	natural light by Chad Stembridge from	n-leafed-plant-in-shallow-focus-
Advertisement	Stembridge	License	1/10/2025	Unsplash is licensed by Unsplash license	photography8FjF1p-aw0