



Fresh Fare Farms

- Campaign Deliverables -

Mia Juarbe



"Fresh Fare Farms
to your tables"



SIGN UP

during
Hunger Action Month
and help fight food
insecurity in your area!



www.FreshFareFarms.meals/signup

Brand Representation



Take the guesswork out of meal prep...



...and help fight food insecurity
in your area!

"Fresh Fare Farms to your table"

SIGN UP

during **Hunger Action Month**
to provide meals to your
community!



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"Fresh Fare Farms to your table"

Take the guesswork out of meal prep and benefit your community in multiple ways! Fresh Fare Farms sources your meals from local farms in your area, which boosts your local economy, reduces food miles, and is better for the environment AND your family. Our farm partners use sustainable practices to provide meals that make the health of your family and the environment their top priority.



SIGN UP

During the Hunger Action Month
and we'll donate a box of
Fresh Fare Farms produce to
a food bank in your community!



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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 by 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





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Adaption

Magazine Advertisement





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Adaption

Social Media Advertisement



Adaption

Animated Skyscraper
Advertisement



Choice of Design and Visual Elements



Attributions

7-1 Project Submission					
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 background images or a color background					
Seamless Social Media Carousel: 1–3 images					
Note: You will complete and submit this sheet as part of your project deliverables.					
7-1 Project: Magazine Advertisement	Man and woman cooking by Jason Briscoe	under the Unsplash License	1/10/2025	Man and woman cooking by Jason Briscoe from Unsplash is licensed by Unsplash license	https://unsplash.com/photos/man-and-woman-cooking-VBsG1VOgLIU
7-1 Project: Magazine Advertisement	Sandwiches Kitchen by pixabay	Free for use under the pixabay Content License	1/10/2025	Sandwiches Kitchen by pixabay is licensed by Pixabay content license	https://pixabay.com/photos/sandwiches-kitchen-fresh-ingredients-9013925/
7-1 Project: Magazine Advertisement	Organic tomatoes in a garden at sunset in natural light by Chad Stembridge	under the Unsplash License	1/10/2025	Organic tomatoes in a garden at sunset in natural light by Chad Stembridge from Unsplash is licensed by Unsplash license	https://unsplash.com/photos/green-leafed-plant-in-shallow-focus-photography--8FiF1p-aw0
7-1 Project: Animated Digital Advertisement	Man and woman cooking by Jason Briscoe	under the Unsplash License	1/10/2025	Man and woman cooking by Jason Briscoe from Unsplash is licensed by Unsplash license	https://unsplash.com/photos/man-and-woman-cooking-VBsG1VOgLIU
7-1 Project: Seamless Social Media Carousel Advertisement	Man and woman cooking by Jason Briscoe	under the Unsplash License	1/10/2025	Man and woman cooking by Jason Briscoe from Unsplash is licensed by Unsplash license	https://unsplash.com/photos/man-and-woman-cooking-VBsG1VOgLIU
7-1 Project: Seamless Social Media Carousel Advertisement	Organic tomatoes in a garden at sunset in natural light by Chad Stembridge	under the Unsplash License	1/10/2025	Organic tomatoes in a garden at sunset in natural light by Chad Stembridge from Unsplash is licensed by Unsplash license	https://unsplash.com/photos/green-leafed-plant-in-shallow-focus-photography--8FiF1p-aw0