

FINAL PRESENTATION

Integrated ADPR Campaigns | Spring 2021

Decorative diagonal stripes in the bottom-left corner, consisting of a dark teal stripe and a light blue stripe.

THE TEAM



Patrick Femia
Account Executive



Sydney Dangremond
Public Relations and Communications



Calvin Van
Communications and Photography



Julianne Plourde
Brand Development and Management



Briana Griffiths
Graphic Design and Videography

THE CLIENT

The SGA Professional Clothing Closet provides **free, gently-used professional clothing and career-readiness resources to students** at the University of Georgia.

By empowering students with wardrobe and tools that prepare them for the working world, The Closet supports the success of all students.



THE HISTORY

\$30,000+

Received in grants

2,300+

Clothing articles donated

450+

Served since opening

16

Student directors & staff

Cut the ribbon with
President Morehead

November 2019

Hosted 12 pop-up
shops around campus

February 2020

Launched a new
website for orders

July 2020

Moved to the Tate
Student Center

August 2020

Fulfilled 50+ orders
for virtual career fair

September 2020

CLIENT OBSTACLES

In an effort to quickly bring essential services to students in need, the Professional Clothing Closet **didn't initially prioritize branding.**

As a student organization, consistency with communications efforts is a constant struggle due to **turnover in staff.**

Initial media attention has waned since the closet's introduction on campus. Creativity and cohesion of communication strategies is needed to continue to increase brand awareness.



THE CHALLENGE



Communication



Consistency



Creativity

THE STRATEGY

- **Promo video** to encourage alumni, faculty, and donors.
- Define the **brand identity and design style** for cohesiveness.
- Create a **content library** consisting of photos, videos, and graphic templates.
- Plan a **social media content calendar** with copy-written content.
- Find the **best communication practices** to reach the target audiences.
- Offer **future recommendations** for them to explore through their platforms.



THE PROCESS

- Met with the Professional Clothing Closet leadership team and its staff.
- Researched UGA brand kit and associated visual branding.
- Developed plan of work to best meet client needs.
- Analyzed and captured the Clothing Closet operations through photo/video.
- Spearheaded deliverables to build on and complement one another.



SWOT ANALYSIS

Strengths

Unique product and service offerings

Lots of initial press attention

Weaknesses

Lack of overarching communication strategy

High turnover inherent to a student organization

Opportunities

Curating content that expands brand awareness within target markets

Creating a communications blueprint that promotes consistency

Threats

Lack of social engagement limits market reach

Campus organizations offering career preparation advice and services: Career Center, UGA Women in Business, etc.

BRAND KIT



MAIN COMPONENTS



Communications
Strategy



Logo



Colors



Typography



Photography



Social Media

TARGET AUDIENCES



Students

University of Georgia students who are in need of professional clothing and career readiness resources.



Alumni &
Faculty

Those who are willing to donate, expand and help build awareness of the Professional Clothing Closet.

TARGET AUDIENCES

Students

Age: 18-22

All genders, races,
ethnicities

Location:
Athens, GA

29,765 undergraduates

Alumni & Faculty

Age: 40+

All genders, races,
ethnicities

Location:
Concentrated in GA
and southeast

46 Alumni Chapters



COMMUNICATION OBJECTIVES AND COPY

Students: Increase campus-wide awareness of services and become one-stop shop for student career readiness support.

Alumni/Faculty: Encourage donations and funding, build strong, lasting and supportive relationships.

Keywords and Taglines:

Additionally, we identified and assembled a collection of keywords, phrases and taglines that will best reach target markets and achieve communications objectives.

THE VOICE

Students

*Proud, Prepared,
Professional*

Alumni and Faculty

*Supporting the Success of All
Students*



The hanger symbol is universally connected with clothes. It is simple yet recognizable.



These two font colors are consistent with the UGA and Professional Clothing Closet Brand Image, as well as the font used for the logo.

The simplicity will aid in brand recognition and fit different formats and scaling.

PROFESSIONAL
CLOTHING CLOSET



PROFESSIONAL
CLOTHING CLOSET

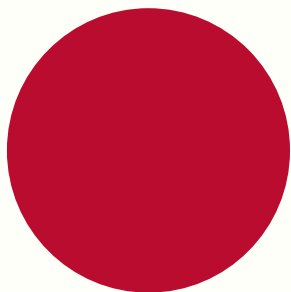


PROFESSIONAL
CLOTHING CLOSET

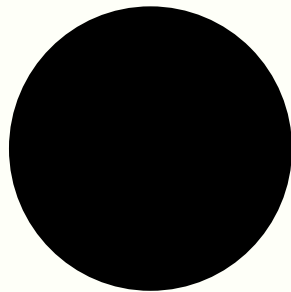


PROFESSIONAL
CLOTHING CLOSET

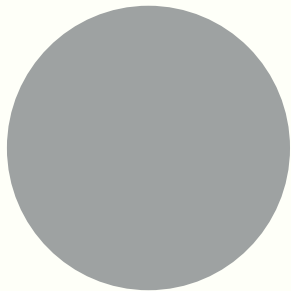
PRIMARY COLORS



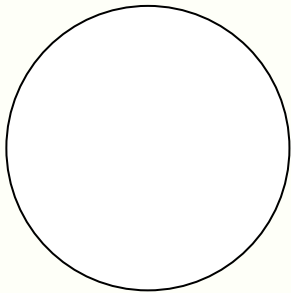
Bulldog Red
#ba0c2f



Arch Black
#00000



Stegman
#9ea2a2

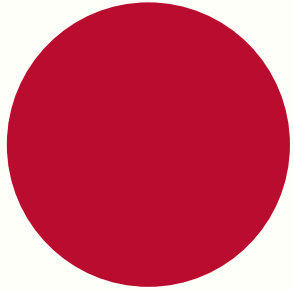


Chapel Bell White
#ffffff

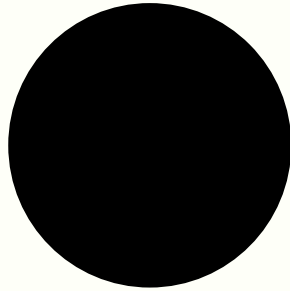
As a subsidiary of the University of Georgia, there were limitations on the color palette for the PCC. We curated the most suitable and coordinating colors from the UGA Brand Kit to help ensure consistency.

The brand kit includes guidelines of when and how to use these colors for social, digital and print usage.

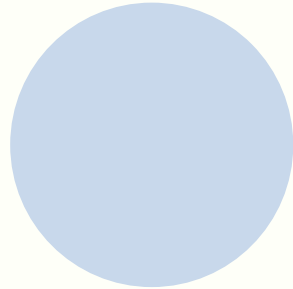
SECONDARY COLORS



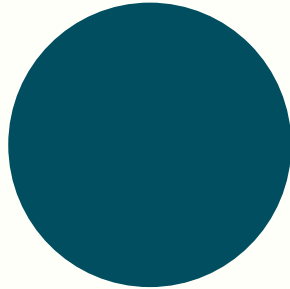
Bulldog Red
#ba0c2f



Arch Black
#00000



Odyssey
#c8d8eb



Olympic
#004e60

A secondary color palette was curated from the “Bold-Formal” color palette in the UGA brand style guidelines. The secondary color palette was chosen in coordination with the client.

The brand kit includes guidelines that delineate when and how to use these colors for social, digital and print usage.

TYPOGRAPHY

Out of the three approved typography font families approved in the UGA brand guidelines, two were chosen to represent the Professional Clothing Closet. Specificities on when and where each font should be used is included in detail in the brand kit:

Merriweather

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ
A brown fox jumps over the lazy dog.

Trade Gothic

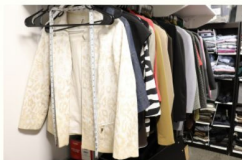
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ
A brown fox jumps over the lazy dog.

Photography Guidelines



SUBJECT

There should be one main subject in the photo. If there is a group of people, make sure there is a point of focus.



COMPOSITION

These photos should not have filters nor be distorted. Only photos with clear resolution should be used.



tone

The photos used to represent this brand should have a professional tone.

Lays out guidance for subject, composition, and tone.

Features guidance for graphics, content, and frequency.

Social Media Guidelines

GRAPHICS

Use secondary color palette for graphics. The content calendar has templates for graphics. Make sure to post graphics sparingly in order to grab audience's attention. Rely more on photos of people which get higher priority in social algorithms.

CONTENT

Content should include professional tips, event notifications, outfit inspiration, staff introduction, partnership announcements, etc.

FREQUENCY

Try to maintain consistent presence by posting on a regular basis. Three posts per media per week should keep your organization on your target market's minds without overwhelming them or you with too much content.

To ensure correct usage of the logo was applied, incorrect uses of the logo were provided.

09

Logo Reminders

BE COMMITTED TO THE RULES.



PROFESSIONAL CLOTHING CLOSET
DO NOT change the color.
Use colors in the palette.

PROFESSIONAL CLOTHING CLOSET
DO NOT use colors from the secondary palette.


PROFESSIONAL CLOTHING CLOSET
DO NOT change the proportions of the logo.

PROFESSIONAL CLOTHING CLOSET
BRAND GUIDELINES

25

Product Application

The two-tone variation of the logo should be used for any products with the logo printed. Such products may include a tote bag, notebook, or t-shirt. If used for a University of Georgia event, the logo variation with the UGA logo should be used.



PROFESSIONAL CLOTHING CLOSET
BRAND GUIDELINES

Examples of product application were included to show how the logo could be used in branding materials.

MEDIA LIBRARY







Portrait orientation suited for Instagram presentation or brochure feature.



Pleasant expression to give a welcoming impression of the Clothing Closet to fellow students.

Professional dress and surroundings to establish a professional ambitious atmosphere.

Photos should be neutrally toned and without filters.



Leading lines help guide focus to highlights of the space.

High resolution and correct focus to show detail.

PROMOTIONAL VIDEO

- Aimed at alumni and friends of the university.
- Recruited models from student organizations.
- Authored script to appeal to target audience.
- Worked with videographer to compile and edit video.



GRAPHIC LIBRARY



HOW DO JOB FAIRS WORK?



NEW VIDEO:



How to Tie a Tie

WHO WE ARE

The Professional Clothing Closet started in 2019. With the help of donors, alumni, and other partnerships, we were able to provide over 350 students professional clothing last year.

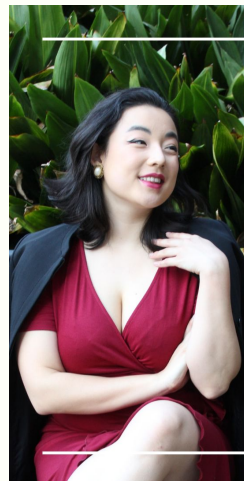


<https://sga-professional-clothing-closet.myshopify.com/>



HOW TO DRESS BUSINESS-CASUAL

- 1 Pair outfit with minimal accessories
- 2 Blazers do not have to be the same color as pants
- 3 Spaghetti straps and tank tops should have a top or sweater over them



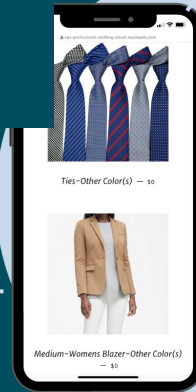
OUR COVID-19 PRECAUTIONS



Two part swipe post. One as the cover and the other for instructions.



Pictures used are from the Professional Clothing Closet website. First is the homepage and the second is the order page.



STEP 1:
Place your order at bit.ly/SGAClothing at least 2 weeks in advance.

STEP 2:
Once order is fulfilled, you will be emailed with a link to schedule a 15-minute dressing appointment

STEP 3:
Come to the Tate Student Center Room R210Q for contactless pick up or to try on your clothing!

Incorporated 3 colors from the secondary palette. Used Odyssey for better readability with dark text.

Utilized bold and underline to emphasize important parts (i.e., steps, time frames, and location).

Placement for photo that represents the professional style.



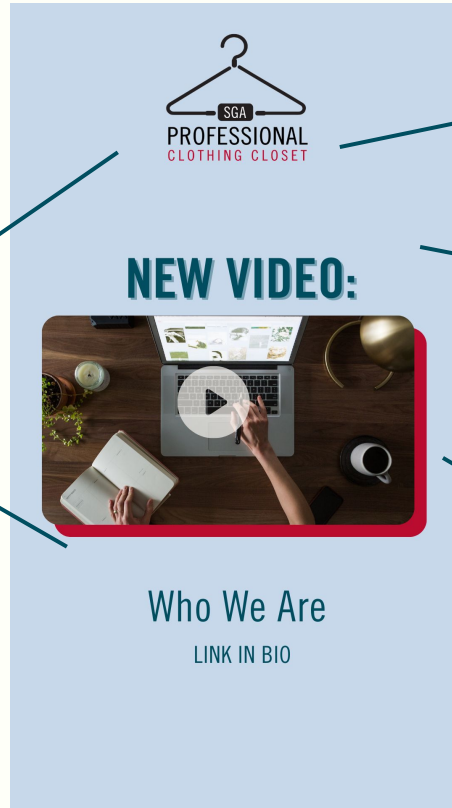
HOW TO DRESS SMART-CASUAL

- 1 Pair outfit with minimal accessories
- 2 Well-fitted slacks with button-up top
- 3 Spice up your look with heels or loafers

Incorporated 3 colors from the palette for contrast.

3 tips pulled from their website about how to dress.

Incorporated 3 colors from the palette for contrast.



Identifying mark
at the top.

New video
announcement
for story.

Placed for a
snippet of
the video.

SOCIAL MEDIA

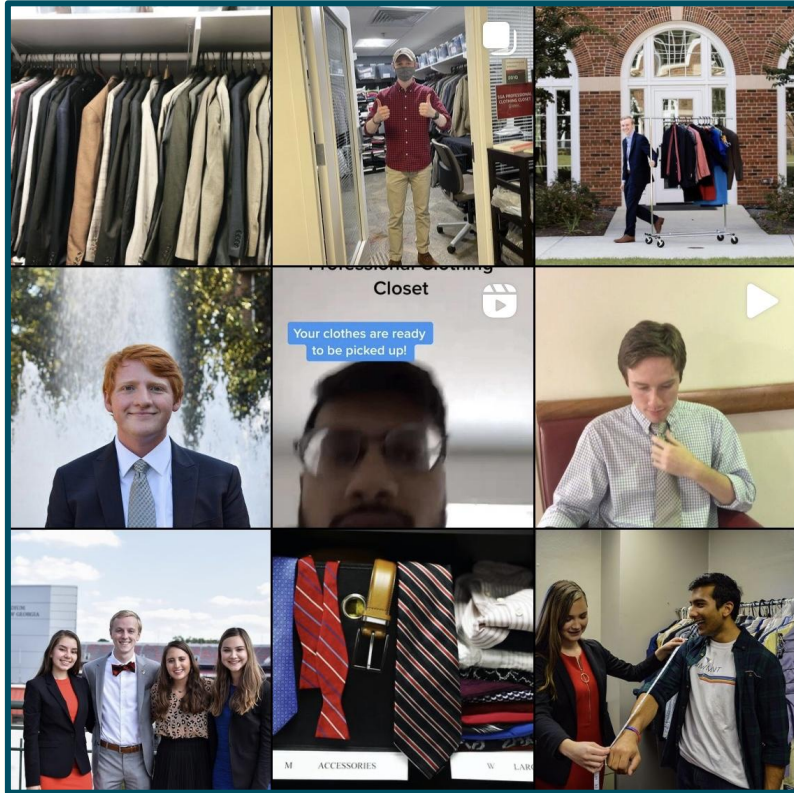


BEST PRACTICES

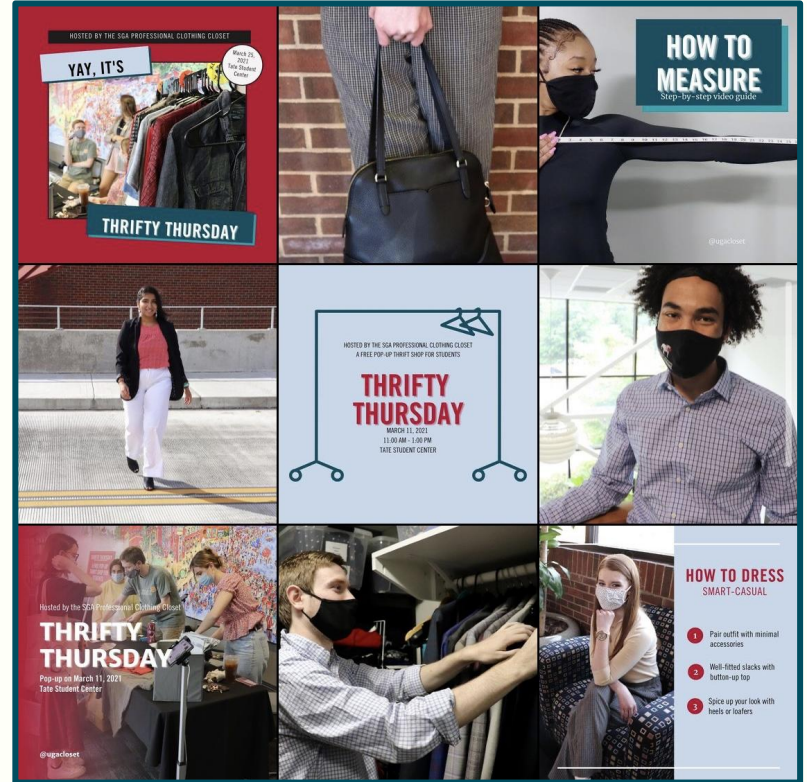
- Aim to post 2 to 3 times per week on Instagram to maintain brand awareness and engagement.
- Strike a balance between graphics and photos that feature people.
- Tag the locations of Tate Student Center, UGA, and Engagement, Leadership, and Service to bring more exposure.



BEFORE



AFTER



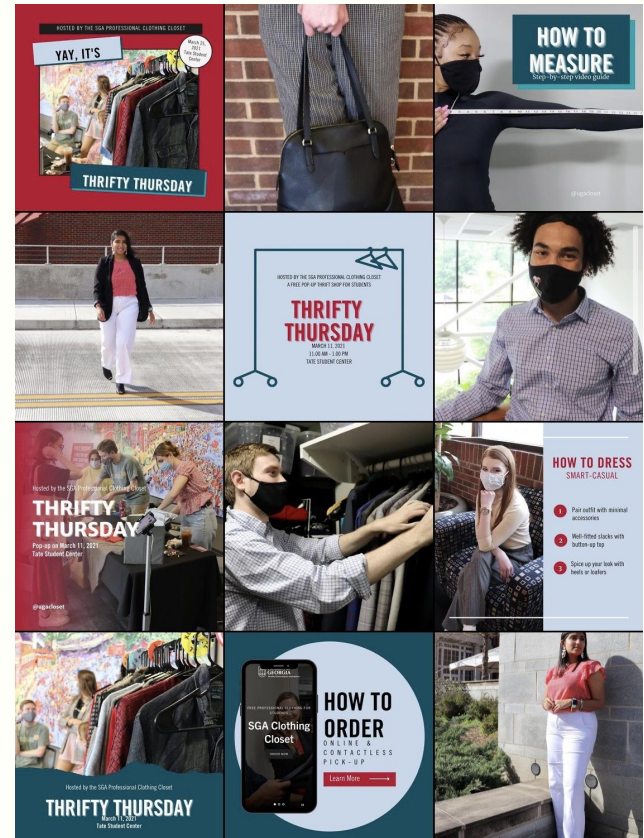
CONTENT CALENDAR

September 2021

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

PCC

Don't look like you're on the way to your dad's office party . Try incorporating some stylish Smart-Casual for the right occasion.



THRIFTY THURSDAY





ugacloset

UGA Engagement, Leadership, and Service



Liked by [terrycollege](#) and 92 others

ugacloset Contactless pick-up, online ordering, and free professional clothing? It's true, we have it all. Dressing for success has never been so easy!

[View all 5 comments](#)

2 HOURS



ugacloset

University of Georgia



Liked by [jere.morehead](#) and 108 others

ugacloset A new academic year is in full swing, and that means you can receive a professional outfit from the PCC by visiting the link in our bio. We hope to see you soon!

[View all 4 comments](#)

47 MINS



ugacloset

Tate Student Center



Liked by [ugagrady](#) and 98 others

ugacloset We're feeling thankful for Thrifty Thursday threads. Snag some new looks [place] from [time]. Can't wait to see you there!

[View all 5 comments](#)

1 HOUR

COMMUNICATION BEST PRACTICES



ALUMNI & FACULTY

Overview

- *Supporting the Success of All Students*
- Focus on impact by emphasizing 'good samaritan'
- Utilize numbers and hard data
- Speak in logistical terms

Mediums

- Reach out to the UGA Parents Leadership Council
- Utilize Facebook, specifically the Alumni Association
- Georgia Magazine
- ArchNews
- Departmental Newsletters

Objective

- Inform friends of the university of *how* to help the Clothing Closet: clothing and monetary donations, mentorship, etc.
- Stress the student-run aspect, impact of gifts on student experiences

STUDENTS

Overview

- *Proud, Prepared, Professional*
- 'The friend who has it all together'
- Focus on cultivating a more casual, student-to-student interaction

Mediums

- Instagram
- ArchNews
- Student newsletters
- Contact The Red & Black
- Student Organizations

Objective

- Make students aware of services: free professional clothing, Thrifty Thursday, Career Center services, etc.
- Strike a more casual, conversational tone
- Pare down resources and services offered

IN SUMMARY

- Defined a **consistent and coherent brand** through identifying marks, graphics, photography, videography, and language.
- Revitalized the visual brand through **new logo variations** and corresponding usage guide.
- Established **best practices** to guide future communication with target audiences.
- Created a visual identity through a comprehensive **photo and video library**.
- Spearheaded an **interactive and cohesive digital presence** in accordance with new brand.
- Prepared a comprehensive **brand package** for future implementation.



IMPACT

Equipping the Professional Clothing Closet with comprehensive branding materials and content will finally create equilibrium between the quality and importance of their services and their communications.

Additionally, these resources will allow the closet to overcome the hurdles of high turnover inherent in all student organizations and will leave them with a more cohesive and professional brand.



FUTURE RECOMMENDATIONS

- Maintain **consistency** in all communication—written, verbal, graphic, etc.
- **Explore** other social media platforms (ex: Facebook) once existing ones are established.
- Cultivate relationships with **local media outlets** to maintain awareness of services.
- Continue **scheduling** of content in collaboration with the communications team to aid in consistency and interaction.
- Prioritize **engagement** with UGA students through social media.
- Expand **brand awareness** through organizational partnerships and outreach.



THANK YOU!

