

I love small projects. I always get excited about large projects, but I end up losing motivation to finish. I always finish the large projects, but in the end, I always loved the first bit of the big projects best. It's when I have a million ideas and when I stay up late at night thinking about it, considering each option. It's before I get tired of it and run into too many problems and self-doubt.

With this in mind, I knew I did not want to undertake one huge project, but I knew I wanted to produce something I was proud of, especially since this would be my last chance to use all the Freestyle resources. When I overheard **Anjali Kamran** talking about her Zenith project- designing and sewing Indo-Western clothing, I longed to do something similar. The only problem was that unlike Anjali who is in Design, I am a Film student and sewing does not exactly have much to do with Film. Then, one day, the perfect idea came to me: I could brand and market Anjali's clothing brand- AK Designs! I was so excited because it checked off the mental requirements for my project:

1. It can't be one huge project- check.

Even though the project as a whole was daunting and huge, I knew that the task of branding her brand could be easily broken up into different smaller parts, that, in a way, were their own little projects. I knew this would help keep me focused and motivated.

2. It was Design-heavy, but incorporated Film as well!- check.

I decided that in order to check off the filming aspect of my project, I would plan, shoot, and edit a commercial (or two.)

3. It was something I had never done before- check.

Even though I loved so many different projects I've done here at Freestyle, I knew I wanted to do something new, and this was a great opportunity to do so.

One of the first things I did was reach out to Tiffani Kirkham, a creative director for the company Harmon Brothers. This company has created many memorable commercials and designed marketing campaigns for companies including Purple (the mattress company), ChatBooks, Squatty Potty, and Lume. She was a wonderful first step to go to with my brainstorming and ideas for how to market a brand. She was able to guide me through the process of thinking through what I needed to do in order to create an eye-catching, memorable, effective brand. I included many of her tips into my work including:

1. Stand out, but model your work after successful brands. (I spent a lot of time looking at other brands that had similar goals and products. I also thought about what made each of these brands unique and what I wanted for our brand.) Here are some ways I applied this idea:
 - Target Audience and Mission Statement: Tiffani Kirkham explained that this was the place to begin before jumping into the details of a brand. Who is the brand for and what does it want to accomplish? I ended up deciding to market it to 10-20 year old girls, with the mission statement, “Empower every young woman to embrace their culture and heritage in modern, fashionable, and sustainable ways.” I also ended up picking the slogan, “Embrace your Heritage” because I felt like it was short, catchy, and represented the brand well.
 - Logo: I modeled my logo off of high-end luxury brands that use simple shapes, bold colors, and classy fonts. I incorporated some character into it as well by making my own font in Adobe Illustrator.

- Business Cards: I drew inspiration from classy brands to make three mock-up business cards that I was pleased with. I found that the key thing is to keep it minimalistic, but have one or two eye-catching elements.
- Photos/Instagram: Tiffani Kirkham had many tips on Instagram and social media in general, that I was able to incorporate into my numerous photoshoots, outfit planning, and Instagram layout. One of the main tips she had was keeping the continuity high in order to really reach and stick with a niche group of loyal people.
- Commercial: Since Tiffani Kirkham specializes in quirky, funny commercials for products, I chose not to model my commercial after hers, but rather after other similar brands. I looked at commercials from Gucci, Prada, Ralph Lauren, etc. to get a good feel of what I did (and what I didn't) want. I ended up making two different commercials with Indian-Western mash up music, both of which had very different vibes. (One was simplistic and the other was very effect-heavy).

Overall I learned a lot about how much thought goes into marketing, I practiced visual and technological literacy, used a lot of creative freedom, practiced collaboration, communication, and compromise, and self-direction through goal setting. I am pleased to say that not only did I create numerous cool products, I also have learned new skills that I will be able to use in the future.

Remember to Embrace your Heritage!

Audio Cover:



Embrace your Heritage