

Frankie Project

Mackenzie Snider

The Logo

Frankie

Advertising Need

- The Frankie Collective is hard to find because their logo only says Frankie and when you just look that up you can't find their website.
- They are such a green and great company that has a high fashion style with a reasonable price point. They don't advertise that well enough.

The Target Audience:

- For this specific campaign I would have to say the I will be mostly targeting fashion conscious girls that are wanted to go more green. The age group will be 16-28yr.

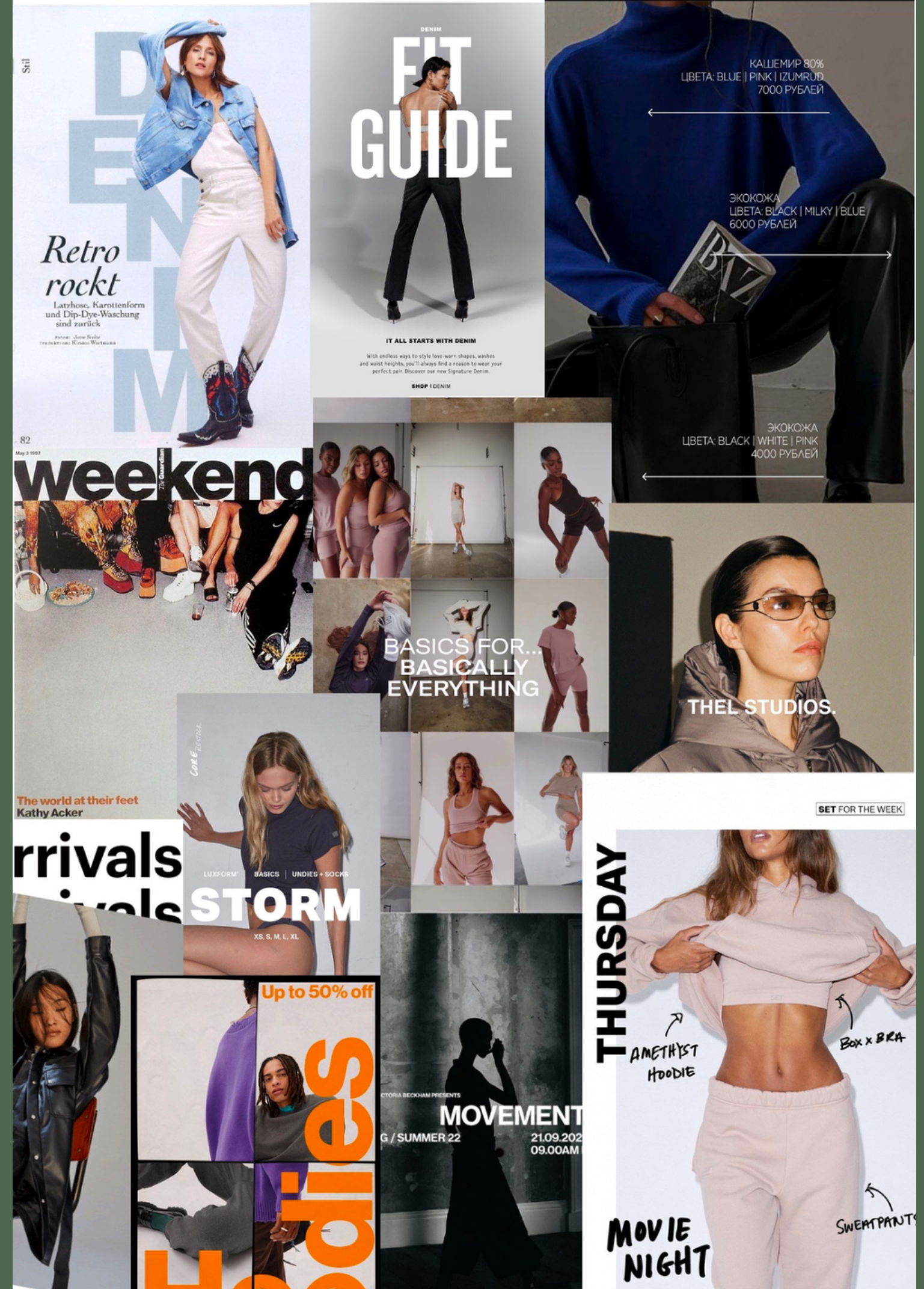


Existing Brand Image

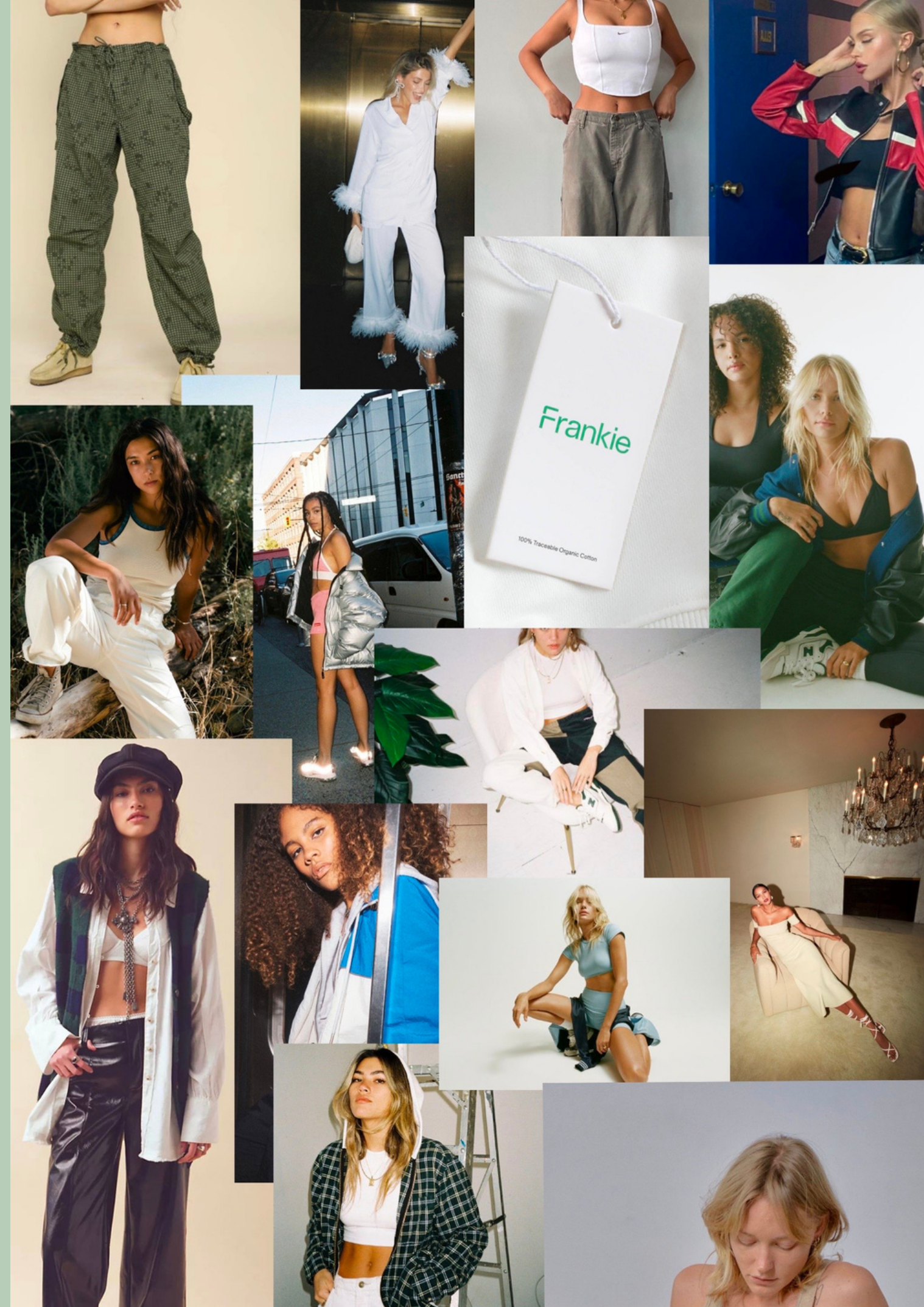
- The existing brand image is that they are a refurbishing clothing brand. Consumers don't see how green this brand truly is.
- On all their ads they only have the Frankie Logo on them - when searched just using "Frankie" their website cannot be found. Unless you put collective behind it.



Advertising MoodBoard

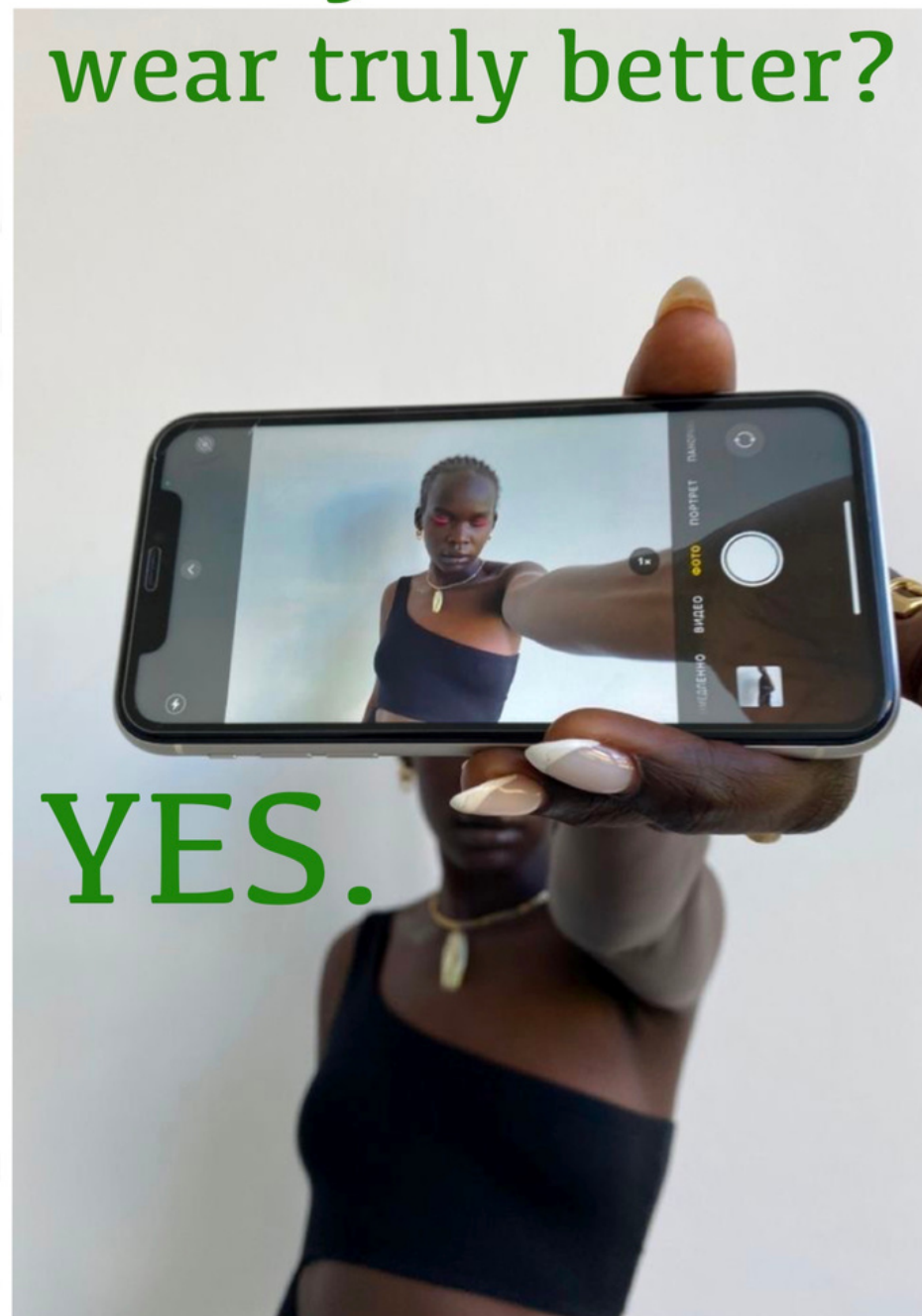


Brand MoodBoard



Project Directional Roughs

Is recycled street wear truly better?



YES.

Frankie

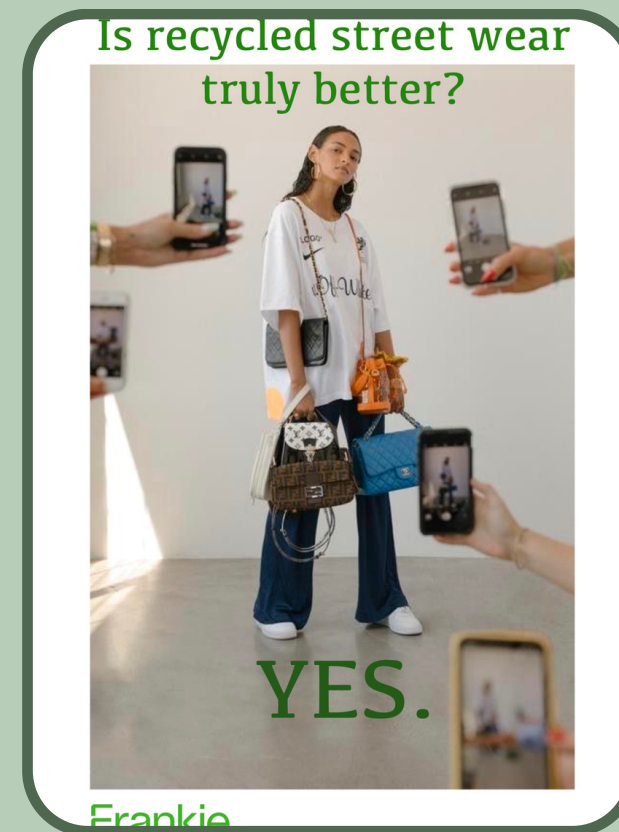
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Frankie

Decided Media Outlets



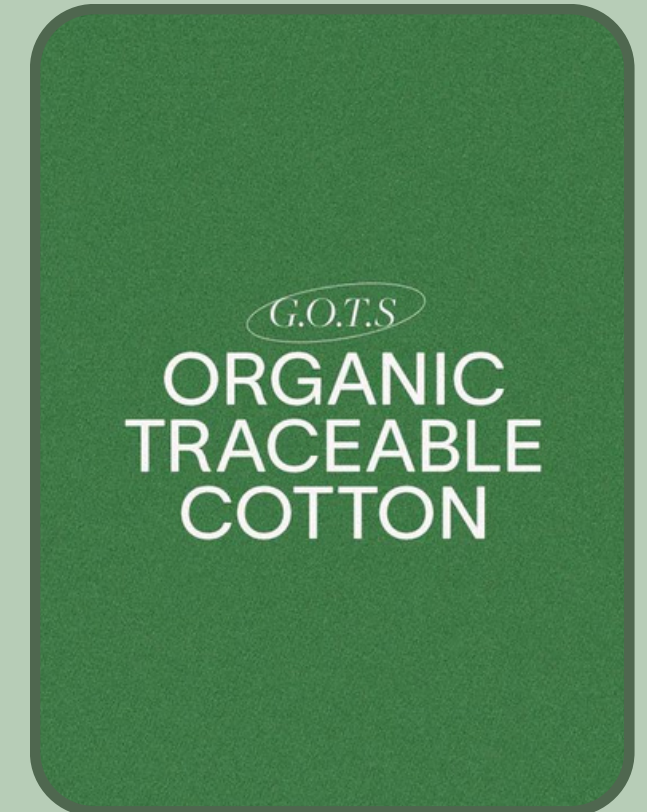
2 Posters



1 Instagram post



1 Text



1 Twitter Post



The Final Project

Part 1 The Poster



Part 2 The Billboard

Do you
actually like
wearing
Fossil Fuels?

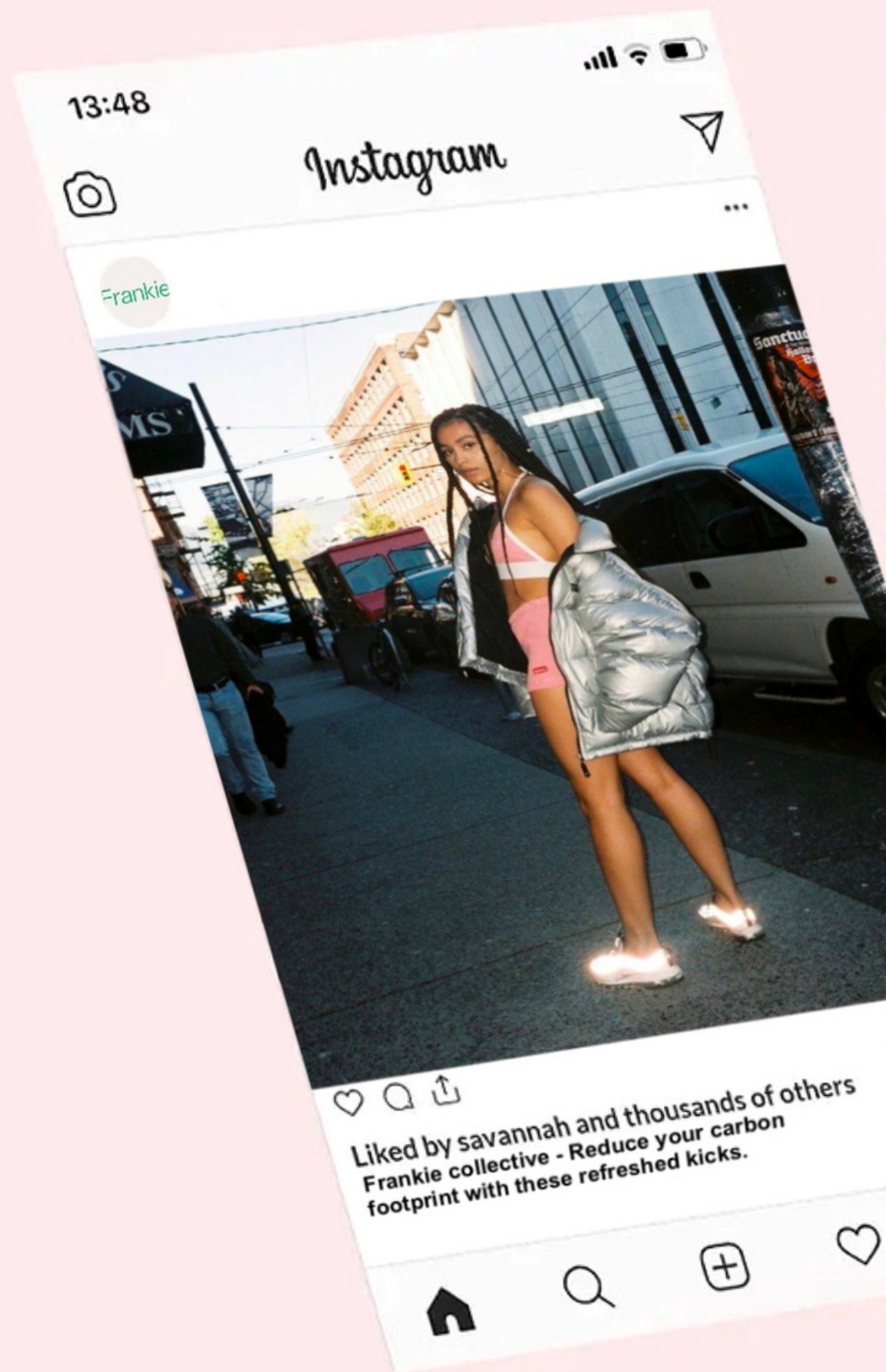
Be the Change





The Mockups

Part 3 The instagram post



Part 4

The Twitter Post



FrankieCollective  @frankiecollective • 1hr



Being cool is all about the construction. You should know where your clothes come from, just like you do with Frankie Collective.

[#bethechange](#)

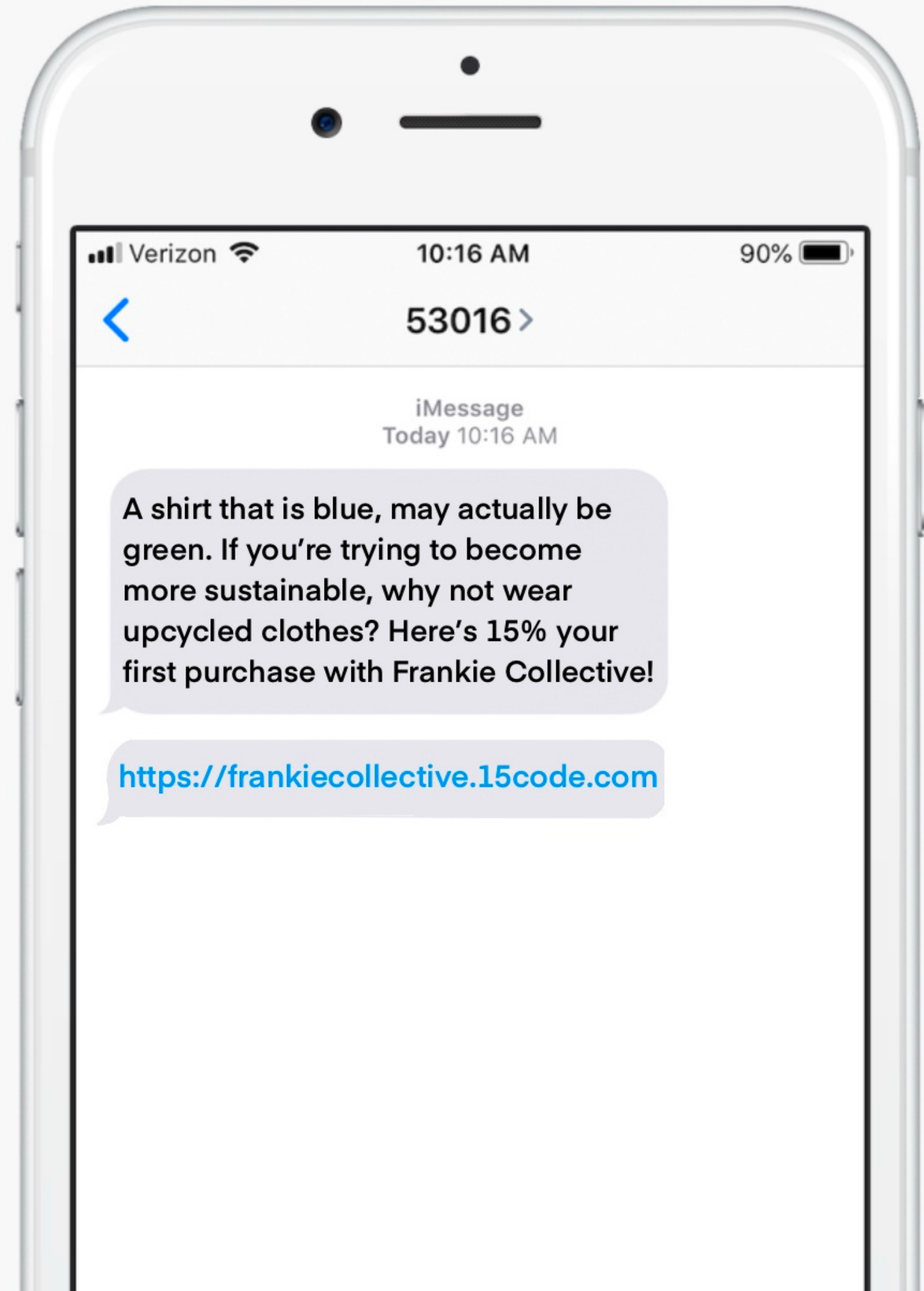


Part 5

The

Text

Message





Coming Soon!