

FAYETTEVILLE'S
FUNKY
FLEA MARKET

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Creative Strategy and Execution 2023



Introduction

The purpose of my client strategy book is to offer a new advertising strategy to Fayetteville's Funky Flea Market. As a consumer of the flea market, I noticed that their marketing strategies could be strengthened and improved overall.

The goals, strategies, and tactics outlined in this book were planned alongside careful research of the client. They were prepared specifically for Fayetteville's Funky Flea Market in an effort to alter their target audience and improve their business plans.

This has taken place as a semester-long project in Creative Strategy at the University of Arkansas in the Fall 2023 semester.

Client Research

Fayetteville's Funky Flea Market sells essentially every product you can imagine. With over 40 different vendors featuring an eclectic group of items all the way from the newest clothing trends to vintage items such as record players and vinyls, you can find nearly anything you want inside. Although the novelty and peculiarity of their products is the main item that is sold, the overall experience is something customers find entertaining and dazzling. The booths are set up in a seemingly random order, so you truly don't know what could be around the corner. The owners also have a couple of cats roaming around the store that can accompany you along your shopping journey. In general, people are intrigued by looking through items that are second-hand because they are enticed by the thought of owning something that previously belonged to someone else. People find it more satisfying because it's environmentally friendly and less wasteful to purchase second-hand products rather than items that are brand new. The excitement of hunting for the perfect, one-of-a-kind item is something that Fayetteville's Funky Flea Market capitalizes on, and they use this as a selling point.



SWOT Analysis

Strengths:

- Diversity in products
- Quality of products for a good price and condition
- Prominent use of local goods and vendors
- Prime location
- Readily available and specific products online that match the products in store (coming soon)

Weaknesses:

- Poor customer service/employee-customer relationship
- Confusing organization of products and vendors (feels like a maze and you get lost)
- More expensive than your traditional thrift store like Goodwill

Opportunities:

- Need to improve online presence to increase relatability with target market (social media and website revamp)
- Reorganization of store by most similar products
- Partnerships with other businesses or organizations in the Fayetteville area

Threats:

- Competing with local thrift stores and the uprise of thrift businesses in the Fayetteville area
- Not enough customers to keep up with vendors
- Not adapting to technology

Client Ad Analysis

This advertisement is specifically selling a celebration for the 10 years that they have been open. With this anniversary, they are offering an assortment of sales in-store and prizes that customers are able to win. The ad is simultaneously selling their products but also a fun experience and celebration. They use a combination of generic claim, unique selling proposition, and brand image. The advertisement uses generic claim by selling the benefits of coming to the event. It uses unique selling proposition by highlighting the limited times that this event will be happening, and it emphasizes that it “Faye’s 10th birthday” and no one else's. Lastly, they use brand image by selling the general spunk of Fayetteville’s Funky Flea Market with the multiple bright colors, the funky flowers towards the top border, and the floating cat.



The advertisement features a vibrant, multi-colored background with teal, orange, and green sections. At the top, there are several stylized flowers in white, yellow, and grey. A black shield-shaped logo in the upper center contains the text "FAYETTEVILLE'S" in white, "FUNKY" in large, colorful letters (blue, green, orange), and "FLEA MARKET" in white on a brown background. Below the logo, a white rounded rectangle contains the main headline: "Celebrating 10 Years of Funking up Fayetteville". To the left of the text is a fluffy brown and white cat jumping. To the right, a white cloud-shaped box with a dashed border contains the text: "Celebrating our anniversary AND Funky & Faye's 10th birthday!". Below this, in orange text, it says "Join us for great sales and door prizes from \$50 to \$200!". At the bottom, in green text, it says "Saturday 8/26 and Sunday 8/27, 10-7pm".

**FAYETTEVILLE'S
FUNKY
FLEA MARKET**

**Celebrating 10 Years of
Funking up Fayetteville**

**Celebrating
our anniversary AND
Funky & Faye's 10th
birthday!**

**Join us for great sales and door
prizes from \$50 to \$200!**

**Saturday 8/26 and
Sunday 8/27, 10-7pm**

Meet Catherine!

Demographics

♀♂ 25 years old, female

👤 Single

🎓 College graduate

💼 Manager of Business
Development at Walmart

Buying Habits

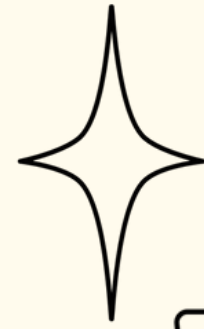
- Researches and reads community reviews before she purchases products
- Shops locally and in person
- Enjoys buying second-hand
- Loyal consumer once satisfied
- Seeks quality over price

Psychographics

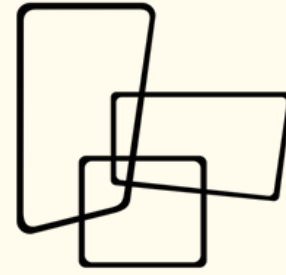
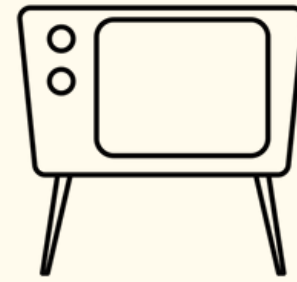
- Spends copious amounts of time on social media
- Intelligent with her finances and purchasing decisions
- Seeks quality for a lower price
- She enjoys social interaction but is more introverted



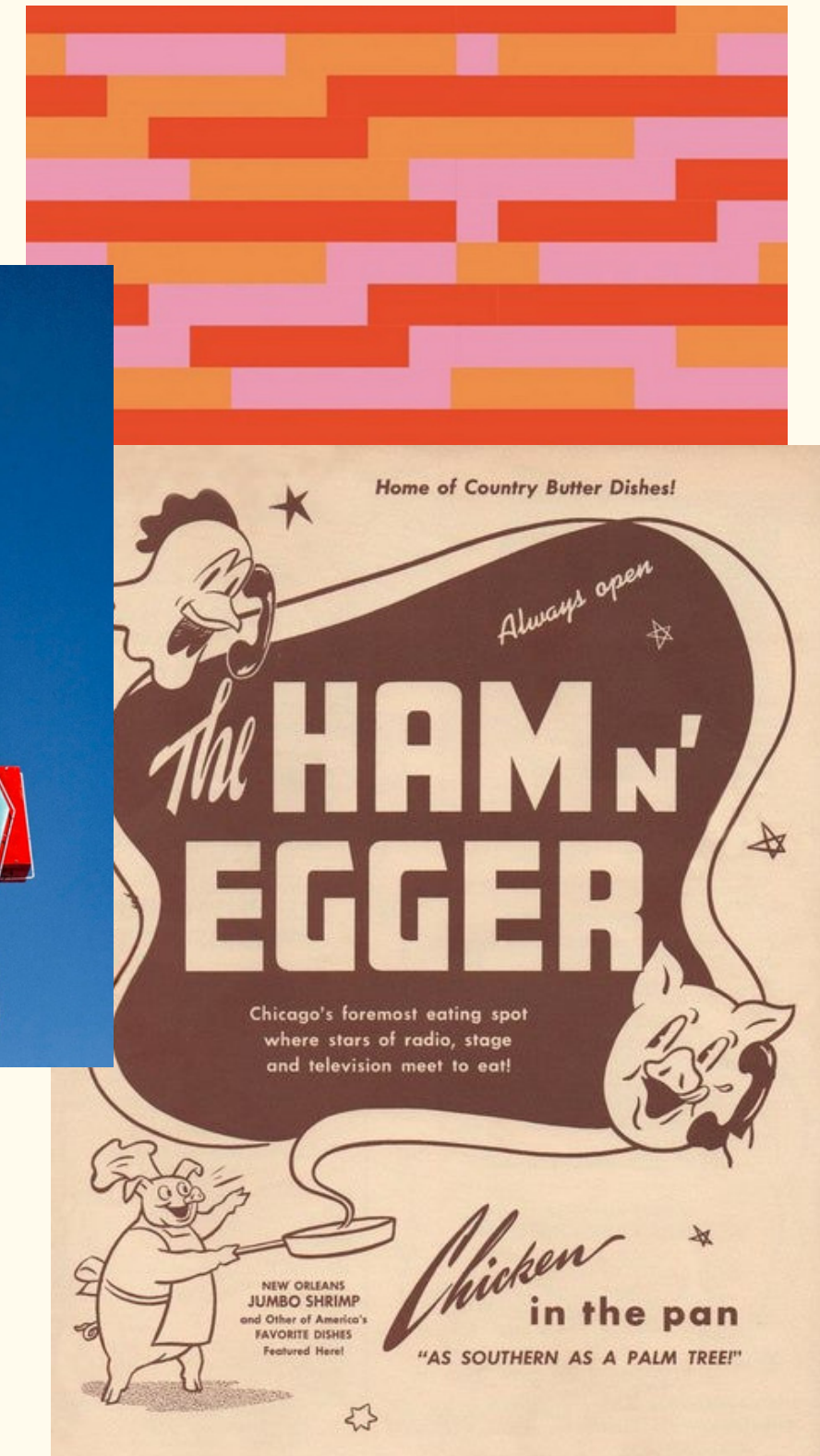
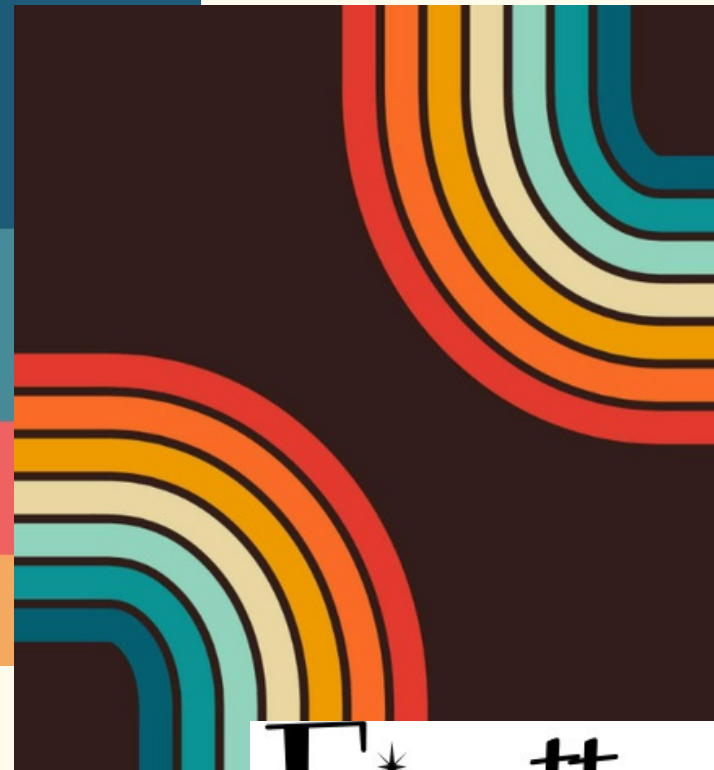
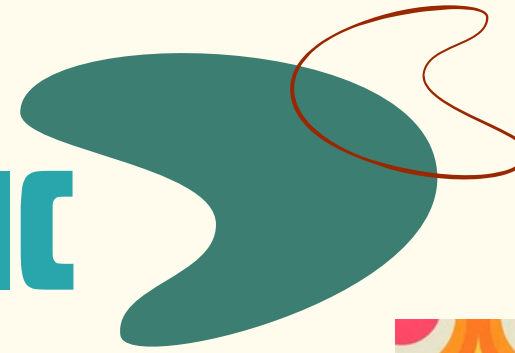
Fayetteville's
FUNKY
FLEAMARKET



Mood Board



FUN & FUNKY
EXAGGERATED & DRAMATIC



Fayetteville's Funky Flea Market

Fayetteville's Funky Flea Market

Vector

I found this logo on Fayetteville's Funky Flea Market's website and used Adobe Illustrator to make it a vector. I did this to improve the overall quality of the logo as well as give it the ability to be resized and maintain quality. This is beneficial to the client by allowing them to use it in multiple facets of their advertising. I also slightly altered the colors in order to match the new vibe we are achieving.

Logo





Customer Needs and Selling Statements

“Be the Innovator”

Independence: Something as simple as expressing yourself through the uniqueness of your clothing can change the entire atmosphere of any given situation. The options provided by Fayetteville’s Funky Flea Market allow a consumer to be different than anyone else.

“One-of-a-kind for the one-of-a-kind”

Novelty: Consumers are visionaries that can alter routine just by the places they choose to shop. They can break boundaries that have never been broken and balance the idea of looking to the past for inspiration and the future for innovation.

Strategic Advertisements

These advertisements are examples that I created and wrote out to address certain needs targeted in the consumer.

**Build a home.
Build a life.**

Need addressed: Exhibition

Advertisement featuring a woman decorating her new apartment and being shocked at the high prices of department store items. She finds exactly what she needs at FFFM and with a wistful look in her eye, happily decorates her apartment before inviting friends over for dinner.

**The best for
the least.**

Need addressed: Novelty

Advertisement featuring a consumer shopping for a special gift only to be appalled by the high prices of brand new items. On the drive home, they stop by FFFM as they pass and find the exact thing they need only much less costly and unique in its own way. The shot cuts to the gift being opened joyfully.

Client Story

 **visual communication** 
@creativestrategy

**Life's all about adding new memories to old ones
And what better place to do life than at home.
Get what new can't give you by buying funky.**



 1  1  11 

1 Retweet 11 Likes

I created this graphic to pair together a story and an image to express the goal and process of Fayetteville's Funky Flea Market. I wrote this story and created this graphic to be used on social media outlets like Instagram and Twitter. In just a few short words, the consumer sees how the flea market can aid them in decorating their home.

Headlines and Typography

Great Lakes NF

**WHO HAS EVER BENEFITED
FROM BEING LIKE EVERYONE ELSE?**

Southern Aire

*When your mom tells you you're special,
that's a good thing*

Dollie Script

The subtle art of being funky

Airstream

*One-of-a-kind
for the one-of-a-kind*

Diner Dot Com Sparkly

*F*ortune fav*ors the funk*y*

Client Name: Fayetteville’s Funky Flea Market

Complete the table below with succinct & concise information.

Current Strategy Information	New Strategy Information (“big idea”)
Target Customer: Adults between the ages of 30-45	Target Customer: Adults between the ages of 21-29
Strategic Approach: Generic Claim	Strategic Approach: Unique Selling Proposition
Customer Need(s) Addressed: Novelty and Diversion	Customer Need(s) Addressed: Independence/Novelty

Write your creative strategy statement below:

Fayetteville’s Funky Flea Market

We seek to showcase the ways in which Fayetteville’s Funky Flea Market is uniquely set apart from its competition and is the ideal place to find one-of-a-kind items that are perfect for consumers ages 21-29. This sector of the community is exploring life in order to find themselves, and they’re being shaped into the person they want to be for the rest of their life. They want to experience new things, to be bold in their choices, and break the traditional molds of society. Through having a shopping experience like no other, they will go home with products that cannot be found freshly bought at a department store and truly embrace their own individuality through the variety of products sold at FFFM. Our goal is to build confidence in the consumer by encouraging them to choose to be different. By implementing this innovative approach, Fayetteville’s Funky Flea Market plans to embrace their inherent distinctiveness and establish this precedent among young professionals in the northwest Arkansas area.

Creative Strategy Statement

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Key Problems:

My client's main problem is there is not a direct target market, and they are advertising to the general public. The only advertising is through their Instagram, and the posts are irregular with little to no creative thought. There are many needs of the consumer that could be met through their diversity of products, but these needs are not being represented through their advertising at all. It appears that there is very little time, effort, and money put towards their advertising, and it shows in their foot traffic and the impact that the advertisements make or the lack thereof.

Customer Information:

The ideal customer is a Caucasian female between the ages of 21 and 29 who is college-educated or currently in college. She is local to the Fayetteville/Northwest Arkansas region and is single. She checks products and reviews of products online before purchasing and spends much of her free time on social media (approx. 7 hours/week). She spends time with her friends and family and enjoys hosting dinners at her home. The consumer is intelligent with her financial decisions, and she seeks a quality product for a reasonable price.

Solution/Objective:

We will execute this by clearly defining our target audience, increasing and improving our presence on social media outlets, and rebooting our website to make it more easily accessible to our consumers. We hope this will spread awareness of the existence and personality of the flea market and increase the overall number of targeted consumers who regularly shop there. In order to do this, we must adapt to meet the needs of the target consumer.

Mandatories and Limitations:

Each form of advertisement should have contact information as well as the company logo. There is not a certain size that it must be, but each of those aspects must be included. There are no legal requirements or warnings needed. Creatives should use the American Kitsch design era, but they are free to take a modern spin on the design era if they see fit regarding the situation. There are not many preexisting visuals, so the creative team would be tasked with creating visuals that fall into the American Kitsch category to some degree. We have created a mood board for the creative team to base their designs on that includes text fonts, color palettes, shapes, stylistic ideas, and the like.

Tone Statement:

The mood of the execution will be that of a vibrant, colorful, and youthful yet sophisticated advertisement. The visuals should portray a sense of fun and excitement in shopping at the flea market, but they should also have a level of refinement to express elegance. Use of social media should be tasked with someone who understands social trends and enjoys using humor to gain attention from the public. We will make sites such as Tik Tok a place where consumers can truly see the personality of the establishment. Website design should be clean, user-friendly, and formal to portray the level of organization and the qualification of management.

Print Ready Postcard



Postcard Mockup



Magazine Ad



annarogersmagazinefinalsub2.pdf 1 11/16/23 2:18 PM

698 W. North St.

Life's about adding
new memories to old ones

And there's no better
place to do life than at home.

Make home your own
and get what new can't give you

FAYETTEVILLE'S
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The advertisement features a photograph of a living room. An orange tabby cat is standing on a green upholstered chair with a striped cushion. To the left of the chair is a tall wooden lamp with a fringed, tan lampshade. To the right is a green plant. The background is a plain, light-colored wall. The text is overlaid on the image. At the bottom left, there is a logo for 'FAYETTEVILLE'S FUNKY FLEA MARKET'. The entire ad is framed by a white border with registration marks and color bars.

Magazine Mockup



Choices Advertisement: Outdoor Wall Mural



Outdoor Wall Mural Mockup



Summary

This client strategy book was created using a cohesive American Kitsch design style that correlates with Fayetteville's Funky Flea Market's exaggerated and dynamic nature. I utilized key aspects of the flea market to capitalize on the unique characteristics it holds, such as its cats roaming about and the vintage yet trendy color scheme. This approach targets young adult women who are looking for vintage, quality products for a reduced price. Fayetteville's Funky Flea Market has a prime location in Fayetteville, with an eclectic set of vendors that express their individuality as a business and their adaptability to the marketplace. Fayetteville's Funky Flea Market attracts consumers who want to meet the needs of independence and novelty. They have an array of products that are unlike anything else in the area, and this sets them apart from their competitors. Using the mood board, design style, client logo, client story, and the strategic approaches suggested, an achievable advertising solution can be created to increase awareness and bring hopeful consumers to Fayetteville's Funky Flea Market.