

**R A I L S I D E**  
**v i n t a g e**

MICAH SAM

2023

CREATIVE STRATEGY



## INTRODUCTION

I have created this client book over my own small business, Railside Vintage. My business was in the starting phases when I started putting this book together, and it very much needed new advertising strategies and styles. I wanted to rebrand and create an image that resonated with the purpose and strengths of Railside Vintage in order to connect with the local audience.

I used the skills I've learned throughout the semester from my Creative Strategy course to implement some techniques and create different forms of advertisements. Most of these had not yet been utilized by the business.

The purpose of this client book is to elevate Railside's current advertising strategies and help the business scale to its potential.

# CLIENT RESEARCH

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Railside Vintage is a small business created in Fayetteville, Arkansas. They are a group of individuals who each specialize in various aspects of art/fashion. This business hosts pop-up events at other businesses in the area to sell items curated or created by each artist. This involves vintage clothes, vinyl records, handmade goods etc.

This company was founded by Micah Sam in March of 2023. He created this business as an outlet for artists who needed a marketplace to sell their work. Since launch, Railside has hosted monthly events in the local area. Each of these events has featured local artists who were able to sell their creations.

The advertising for this business is not nearly reaching its potential. Although social media is likely their most effective outlet, Railside has not yet branched out to other forms that may drive more people to events. The vintage clothing side of the business is currently being advertised much more than the other aspect, leaving the audience in the dark. Railside will need more consistency and creativity to be effective.

Railside is currently a local company that only sells to local people. This business is not selling online, so all sales happen at local events. Artists that take part in building the brand are all from around the Fayetteville area and were contacted through local recognition.

The business model for this company is different than a lot of other retail sellers. Railside sets up their own events as a mobile business. The location of each market is typically at a different place each time.

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# RAILSIDE VINTAGE SWAT

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## STRENGTHS

- Railside sells desired products. Vintage clothing and art is a big market right now.
- Positive customer feedback due to competitive pricing and variety.
- Offering many one of a kind or rare products including clothes and art.

## WEAKNESSES

- Relatively new to the market. Not very well known yet.
- No physical location. Sales rely on the turnout for specific events.
- Lack of advertising currently
- Low budget

## OPPORTUNITIES

- The emerging market as vintage clothing is skyrocketing in popularity.
- Selling in a college town is a big advantage for the target market.
- Collaborating with other businesses provides mutual benefit. Pop-up markets bring in traffic while businesses can provide the venue.

## THREATS

- With growing popularity, there's growing competition.
  - Consistently having to look for new venues.
  - Selling trendy products, so they're going to have to keep up with trends.
  - Some people outside of the community do not understand the value of secondhand clothing so it may draw a negative attitude from certain demographics.
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# GWEN BANKS

## DEMOGRAPHICS

- 20 Years old
- Barista
- Fayetteville, AR

## HOBBIES

- Going out with friends
- Listening to music
- Watching movies
- Attending Razorback sporting events

## BUYING HABITS

- Shops for fun
- Environmentally conscious
- Supports local
- Shops with friends

Gwen is currently studying Apparel Merchandising at the U of A. She has lived in Fayetteville her whole life and has watched the city grow. She is involved in greek life and is very extroverted. She works in Fayetteville as a barista and considers herself to be trendy and fashionable. Gwen spends a lot of time on social media where she frequently posts outfit pictures and day in the life content.

# MOOD/VISION BOARD





## VECTOR LOGO

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I assembled this logo and vectorized it so that Railside would have a logo that they can blow up and put on any size advertisement with different color variations. This logo was made using Adobe Photoshop and Adobe Illustrator to fit the overall collage style and colorful branding of the rest of the company.

The logo represents the retro and creative nature of Railside Vintage.

# NEED/SELLING STATEMENTS

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## INDEPENDENCE:

*“Choose your own trend, from a special moment in time.”*

Shopping at a vintage clothing pop-up means that every piece is different. The odds of people you know owning the same piece of clothing or t-shirt design is very slim.

## AFFILIATION:

*“Wear what you love, who you love, or where you love.”*

Most vintage clothing is tied to a niche. It is common that people make comments on what someone is wearing if it's vintage because they can relate to it in some way. (Oftentimes a sports team, musician, destination etc)

## NOVELTY:

*“The mobile shop that adventures the city with you.”*

Railside does pop-up events at different locations almost every time. So every shopping experience will be something new. Sometimes you're shopping at coffee shop, park, special event etc.





## **STRATEGIC AD IDEAS**

Railside Vintage had a need for advertisements that could be utilized in multiple ways in order to reach their target market. Therefore, I conceptualized three advertisements that each tackle a different approach and need. I felt that generic claim, product feature, and unique selling proposition were the best strategies to explore for this particular business.

## GENERIC CLAIM

### Need addressed: Nurturance

Ad Copy: *"Shop second hand, to lend a helping hand"*

In this ad, there will be a mix of different blue, green, and white colored garments forming the shape of the Earth. Below this earth shaped bundle of clothes, there will be statistics on how shopping second hand helps reduce waste. For example, "85% of all textiles end up in landfills" and "It takes over 650 gallons of water to make a single cotton t shirt". The background will be a somber photo of a landfill covered in wasted clothes. This ad appeals to people who want to help reduce waste and protect the planet. It draws attention to the environmental benefits of buying vintage/secondhand clothing. This ad is looking to inspire new habits amongst people who buy new clothes, especially if it's often. They may decide they want to do what they can to help a good cause associated with the brand.

## PRODUCT FEATURE

### Need addressed: Independence

Ad Copy: *"Give old art new life"*

In this ad, there will be a person standing with their back turned towards the viewer. They will be observing a piece of "art" which is really a vintage t shirt hanging inside of a fancy frame. It will be on a museum display where you can see other pieces of art surrounding it. The person will appear to be observing the shirt which stands out the most in the middle of the frame. This ad conveys the product being sold as an important piece of art. This aids the idea that each piece you buy from Railside is unique from each other. It appeals to people who want to wear something that isn't mass produced and seems like something that will be admired.

## UNIQUE SELLING PROPOSITION

### Need addressed: Novelty

Ad Copy: *"The vintage shop that explores the city with you"*

In this ad, a map will be shown of different interesting venues that Railside has popped up at. Instead of having the actual names of the businesses, it will say things like "your new favorite coffee shop" or "the prettiest park you've never been to". There will be subtle illustrations or buildings/landmarks that are associated with Fayetteville. This ad presents an idea for a shopping experience that is new to most people. This geared towards both locals, and people new to town. The familiarity of landmarks will excite locals because it seemingly gives them an excuse to visit their favorite places and shop. For new student and residents, the shopping experience offers the added benefit of showing them some of the best places in Fayetteville.



visual communication   
@creativestrategy



Shopping and coffee, shopping and lunch, shopping and painting shopping and... where should we go next? Come to a Railside Pop-up for the perfect pair, every time.



1 Retweet 11 Likes

This Twitter/X mock up was created to give an example of how Railside Vintage can advertise on social media. I wrote a short story with little words in order to maintain the attention span of viewers while also expressing the message I wanted. I included an image to pair with the story to help the reader visualize what the brand is trying to get across to them.

# HEADLINES + TYPOGRAPHY

CCDynamicDuoOpen

**WASTE ISN'T WASTE *UNTIL***  
***WE WASTE IT.***

Search

**LESS WASTE, MORE**  
**TASTE**

Nove

**FIND A COMMON THREAD**

Snicker

**Leave the right kind**  
**of mark on the world.**

Chinchilla

**SHOP SECOND HAND BECAUSE**  
**THERE'S NO SECOND EARTH**

# DESIGN BRIEF

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## PROBLEM

Railside Vintage is lacking customers within their target market, and not enough people are educated on the advantages that shopping second hand has to offer. Railside's customer is a younger person who is environmentally conscious, interested in fashion, and enjoys the community interaction aspects of shopping locally. We will meet the needs of people who want to ethically and sustainably purchase clothes locally without sacrificing style or individuality.

## SOLUTION/ OBJECTIVE

- The goals of this job are to encourage the youth to explore this sustainable style of shopping, and visit Railside events in order to explore the different styles they provide.
- We hope to achieve the goal of educating others, reducing textile waste, and driving traffic to
- Railside events.
- We want end users to begin looking into what the vintage clothing industry has to offer, and coming to Railside events for any local clothing shopping needs.
- We want them to feel the excitement of seeing clothes they like, as well as confidence because they think they'll find clothes they enjoy and will purchase in an ethical way.
- Nurturance/Novelty
- Adjectives that describe the approach include: sustainable, stylish, intrigued, and aware.
- To the customers, these adjectives mean they are shopping in an environmental way and
- learning about an issue they possibly didn't know about, while also satisfying the looks they like.
- The visuals will convey this message by providing graphics and statistics that are shocking and concerning, while also expressing creativity and conveying relatable and trendy styles.
- Mandatories and limitations

The creative team must include the company logo, slogan, and website/social media. In order to fit a theme and make this recognizable as Railside Vintage, follow the postmodernism style shown on the Railside moodboard. The visuals need to be created but should reference recognizable ideas and depictions.

<u>Current Strategy Information</u>	<u>New Strategy Information ("big idea")</u>
Target Customer: Ages 18-25	Target Customer: Ages 15-35
Strategic Approach: Brand Image	Strategic Approach: Generic Claim
Customer Need(s) Addressed: Independence	Customer Need(s) Addressed: Nurturance/Novelty

## **CREATIVE STRATEGY STATEMENT**

We seek to make claims to our audience to make them consider the benefits that come with shopping for vintage clothes. We aim to educate the younger age group of 15-35 about sustainable fashion and how we can limit our negative impact on the environment while avoiding the exploitation of laborers. In combination with presenting the diversity and tastefulness of vintage clothing, we plan to fulfill the needs of the age group to shop guilt free while providing desirable options. With the use of factual information and visuals we expect to shed light on issues that not everyone knows about, then provide them with the solution. With this approach, our advertising will discuss the case for the second hand clothing industry and establish Railside Vintage as a reliable local curator.



## PRINT READY POST CARD

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This post card was made with Adobe Illustrator, Adobe Photoshop, and Adobe Lightroom. It includes an original photo taken during a photoshoot I orchestrated for the business. I used Lightroom to give the image a vintage feel and edited the overall quality. Using Photoshop, I added a crumpled paper texture to fit the theme of the rest of the brand. Lastly, I used Illustrator to add expressive type and turn the image into a print ready post card.

LESS WASTE,  
MORE TASTE

RAILSIDE  
VINTAGE

SHOP THE RAILSIDE COLLECTION  
AT [RAILSIDEVINTAGE.COM](http://RAILSIDEVINTAGE.COM)

FAYETTEVILLE, AR







## MAGAZINE AD

This magazine ad was made with Adobe Illustrator, Adobe Photoshop, and Adobe Lightroom. It includes an original photo taken during a photoshoot I orchestrated for the business. I used Lightroom to give the image a vintage feel and edited the overall quality. Using Photoshop, I added images from past Railside Vintage events. I used downloadable assets to make it look like this photos were taped onto the larger image to add to the handmade feel of the brand. I used paper textures and brushes to manipulate the layers and make it look like the edges of the page were worn. Lastly, I used Illustrator to add a short story, logo, and other copy. I then continued in Illustrator to turn the work into a print ready magazine advertisement.

SHOPPING & COFFE,  
SHOPPING & LUNCH,  
SHOPPING &...

WHERE SHOULD WE GO NEXT?



COME TO A RAILSIDE POP-UP FOR  
THE PERFECT PAIR EVERY TIME.

**RAILSIDE**  
**VINTAGE**



# 93,000,000

Metric Tons of  
Textile Waste Are Created Each Year



Shop Second Hand.  
There is No Second Earth.

RAILSIDE  
VINTAGE

## POSTER/CREATIVE AD

This poster was made with Adobe Illustrator and Adobe Photoshop. I first took a map into photoshop and began adding textile textures to make the map look like it was made of clothes. I used brushes to create a stitching effect around the continents to further add to this idea. Next, I layered my new map onto a circle before inflating the image and adding shadows to create the illusion that the textiles were covered a 3D model of the Earth. I used more brushes to add shadows so that the globe appears to be floating. This was then put on a background I created by blending shades of orange and adding a graining effect. Lastly, I finished the project in Illustrator by adding copy that includes attention grabbing statistics in order to appeal to the nurturance and generic claim strategies previously discussed.

93,000,000

Metric Tons of  
Textile Waste Are Created Each Year



Shop Second Hand.  
There is No Second Earth.

RAILSIDE  
VINTAGE

## PROJECT SUMMARY

This client strategy book was put together over the course of a semester for my creative strategy class. I chose to use my own small business so that I could utilize what I was learning and apply them in the real world where I could evaluate the results.

This brand was put together with a post modern style in mind. I felt that this style captured the artistic and casual nature of the vintage clothing brand targeting mostly younger people who enjoy expressive fashion.

During the making of this project, I practiced advertising strategy/construction, graphic design, copywriting, and photography. Much of this book has been critiqued by my professor, as well as my fellow classmates. Over the duration of this book I made several revisions to each step with the input I received.

The objective of the client book was to provide new and effective ad strategies to my small business. I have created these examples and tactics in order to aid in the growth of Railside Vintage and accurately represent the brand.

