

SOCIAL

BOUTIQUE

Prepared By
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The following creative strategy was developed for Social Boutique, located in Fayetteville, Arkansas. This boutique specializes in selling clothing for young women and has recently opened its doors. Since there is no established brand identity yet, I wanted to challenge myself to come up with a strategy that would help establish Social as the leading boutique in Northwest Arkansas.

The client book was created throughout the first semester of my senior year in Creative Strategy. I used multiple categories of skills to complete this client book, like research, development, consumer analysis, and more. Photoshop, Illustrator, Canva, and other technical digital storytelling tools were used to create the final creative strategy book.

All research, strategy, and graphic design were performed by me. Each component of this client book aims to position Social Boutique as the premier boutique for building friendships and cultivating community through a shared passion for fashion in Northwest Arkansas.



Social Boutique is a clothing store that opened on July 29th, 2023 in Fayetteville Arkansas. It is a locally owned boutique that offers many stylish clothing options for any occasion for women. The owners, Michelle and John Unzelman had previously owned another Fayetteville-based boutique named “In-Motion Apparel.” This shop offered more activewear clothing pieces. It opened in 2018 and closed in 2023. The storefront is located at 1490 N. College in Fayetteville, Arkansas.

- ◆ **Instagram** - @shopsocial.nwa
- ◆ **Facebook** - @shopsocial.nwa
- ◆ **TikTok** - @shopsocail.nwa
- ◆ **Website** - www.shopsocialnwa.com
- ◆ **Email** - shopsocialnwa@gmail.com
- ◆ **Address** - 1490 N. College, Fayetteville, AR
- ◆ **Phone** - 479-332-4117

After analyzing some of their advertising on their social media pages, I began to develop my vision for this new creative strategy. Social Boutique needs to capitalize on its name and brand itself as a shop for socialization and community. Affiliation is a need for their target audience of young women, and they could hit that market in a better way by focusing on their brand. Social Boutique needs to add graphics to its ads with strategic approaches to stand out from its competition.

Strengths:

- Products are available in person or online
- The store's location is near the University of Arkansas and several popular food spots
- The owners work in the store most days and are committed to their business.

Weaknesses:

- There are similar local businesses that are in direct competition.
- The store's social media lacks cohesion and high quality content.
- There is lack of name recognition due to the store's newness.
- Most featured products are game-day attire.

Opportunities:

- The boutique's name allows for the expansion of brand identity, making Social a community.
- Sororities love working with local businesses for "percentage days" and other events.

Threats:

- Many popular Fayetteville boutiques are located within the downtown square, while Social is not.
- There are established boutique competitions that have many consumers.

Before

At the time of research, Social Boutique does not have a clear logo published online. The logo below is their social media profile photo and is low resolution.



After

To create a new, clear, vector logo, I used Illustrator to trace the unique type of the picture above. The vector logo is also a transparent file for ease of use.

SOCIAL
BOUTIQUE

Developing The Creative Strategy:

Current Strategy Information	New Strategy Information
<p><i>Target Customer:</i> Women ages 16 to 25</p>	<p><i>Target Customer:</i> Women ages 21-35</p>
<p><i>Strategic Approach in Ads:</i> Product Feature</p>	<p><i>Strategic Approach in Ads:</i> Positioning & Unique Selling Proposition</p>
<p><i>Customer Needs Currently Addressed:</i> Security & Consistency</p>	<p><i>Customer Needs To Be Addressed:</i> Affiliation & Succorance</p>

Creative Strategy Statement

This strategy aims to position Social Boutique as the premier destination for women aged 21-35 to connect, build camaraderie, and indulge their passion for fashion. The boutique's key differentiator will be its focus on socialization. Women in this age bracket crave a community that fosters female empowerment, innovation, and connection. Along with offering stylish clothing for various occasions, Social Boutique will provide decorative items for homes and offices, in addition to a social hub for young women who like to discuss topics such as women in business and local events for young adults.

The boutique's weekly newsletter will keep customers updated on Social community events, as well as other local happenings for young adults. Our advertising will highlight the community aspect of the boutique while emphasizing the themes of style and socialization. By cultivating a community of customers, educating them, and bringing women together to converse and form friendships, Social Boutique will become the ultimate destination for young women in Northwest Arkansas.

Social Boutique's Story

Crafting a captivating brand story can help bring a vision to life that positions Social as more than just a fashion boutique. It is a place where people gather to form meaningful connections and forge lasting friendships. The brand's narrative speaks to the desire for a tight-knit community of like-minded individuals who share a passion for style and self-expression. This vision statement guides creatives to create advertisements and designs that not only highlight customers' fashion needs but also foster a sense of belonging and community.

Social Boutique branding can be summarized by the following:



A boutique built to foster friendships, create a like-minded community, and a passion for fashion.

Where Style meets Socialization.



The following statements were created to fulfill specific consumer needs through advertisement copy. The need addressed is listed first, the justification for the headline, and the headline copy.

Independence:

Social Boutique sells clothing and accessories that fit consumers' individual style preferences.

Don't sacrifice your spice, shop Social Boutique.

Affiliation:

Social Boutique sells clothing but also provides a community. (Social Boutique can play off their store's name and host events that bring socialization into play.)

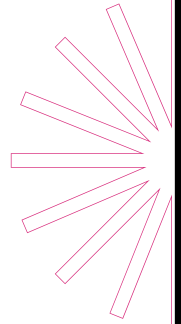
Social Styles, Social Circles, Social Boutique.

Exhibition:

Social Boutique's styles are unique and meant to be talked about!

Social Boutique - where every piece has a story.

Trendy Taylor



Trendy Taylor is a recent University of Arkansas graduate who works remotely as an entry-level social media marketing assistant. She enjoys shopping the latest trends and wants to connect with more local, powerful females so she can build a home in this community.

Demographic Info

- 24
- Fayetteville, AR
- Social Media Marketing Assistant
- Lives with her college best friend

Buying Habits

- 60% of her clothing purchases are online
- Enjoys browsing local shops
- Values quality products and customer service

Wants & Needs

- A trusted shopping experience
- An affiliation with a local group
- Good quality and a fun experience
- A female community in NWA



Favorite Brands



The following strategic advertisement ideas position Social Boutique as the place for shopping and socialization in NWA. The following content includes advertisement ideas that the Social advertising team could use to fulfill a variety of consumer needs. Each approach starts with the ad copy, needs addressed, and a short description of possible visuals.

WHERE STYLE MEETS SOCIALIZATION.

Need addressed: Affiliation and Succorance

Social Boutique should expound on its name and create a socialization event at least every month. This positions the boutique as not only a store but a sanctuary of like-minded groups. The ad will feature young women in front of the storefront signing up for the social event for that month. They will be dressed in Social Boutique and will also feature one of the consumers waving at the store owners, as this shows their involvement and the value of a full shopping

A BOUTIQUE TO BUILD FRIENDSHIPS.

Need addressed: Affiliation and Succorance

I imagine a print ad that features friends on a video chat screen. The main focal point of the ad will be the computer screen with each friend looking down or around at their friends' faces next to them, in a "Brady Bunch" title screen way. Everyone would be smiling greatly and happy to be on the call with accessories by Social Boutique. The copy will be more minimal, as it focuses on the joy presented in the video call.

YOU ARE SOCIAL.

Need addressed: Affiliation and Succorance

Social Boutique's big idea is to combine style, shopping, and socialization. The copy "You Are Social" is supposed to be the focus point of the ad. I am envisioning a woman with a mirror that shows her inside the boutique with friends and family, dressed well. The visualization of her being "social" is that she sees herself as "social". The boutique in the mirror is bright, fun, and vibrant with customers all around

The following are potential headlines that support the creative strategy statement. The fonts also reference the Art Deco style, which is the design era to which this creative strategy is applied.

Social Styles, Social Circles, Social Boutique.

Font: Margin

Fashion Fuels Friendships.

Font: Harlow Solid

GET IN FRIEND, WE'RE GOING SHOPPING.

Font: Norwester

We are just like every boutique ... but better.

Font: Trochut

Shop till you Talk.

Font: Mak

SHOP LOCAL, SHOP SOCIAL.

Font: Badhorse

IN YOUR SOCIAL ERA.

Font: Glassure

THE DESIGN BRIEF

Writing a design brief is a critical step in the creative process as it serves as a roadmap for the creative team, whether it be yourself or others. Each component aligns with the written creative strategy statement that serves as the concise summary of the overall strategy.

- The Creative Strategy Statment
 - Serves as the roadmap for creatives to follow; the overall summary of what the objective is.
- Problem
 - This section provides the rationale for the project; It is why the strategy is being created in the first place.
- Customer Information
 - This information helps define the target audience the strategy aims to reach. This will be visualized further in the book on the “Persona Graphic” page.
- Solution/Objective
 - This section serves as the clarification of the intended outcome of the executed strategy.
- Tone Statement
 - Defining the personality of the execution sets the creative direction. This tone should remain consistent throughout each executed project.
- Mandatories and Limitations
 - Clearly outlines how the advertisements should look visually to ensure a cohesive brand personality.

Creative Strategy Statement

This strategy aims to position Social Boutique as the premier destination for women aged 21-35 to connect, build camaraderie, and indulge their passion for fashion. The boutique's key differentiator will be its focus on socialization. Women in this age bracket crave a community that fosters female empowerment, innovation, and connection. Along with offering stylish clothing for various occasions, Social Boutique will provide decorative items for homes and offices, in addition to a social hub for young women who like to discuss topics such as women in business and local events for young adults.

The boutique's weekly newsletter will keep customers updated on Social community events, as well as other local happenings for young adults. Our advertising will highlight the community aspect of the boutique while emphasizing the themes of style and socialization. By cultivating a community of customers, educating them, and bringing women together to converse and form friendships, Social Boutique will become the ultimate destination for young women in Northwest Arkansas.

Problem

I am undertaking the project of establishing Social Boutique as the supreme local boutique in Northwest Arkansas, because the owners deserve a flourishing boutique business, and the name of the store sparked my creativity to expand the brand to become something more than a boutique. Social Boutique lacks the exposure and distinction that it needs to be successful. Local boutiques usually give the same vibe or aesthetic as other competing local boutiques, so it is interesting to try and identify Social as different and better than its competition.

Customer Information

Social Boutique's customer target is young adult women ages 18-35. These women are mostly of higher education and want to find an affiliation factor within their shopping experience. The target audience wants a community of like-minded women to create connections and enjoy fashion.

Solution/Objective

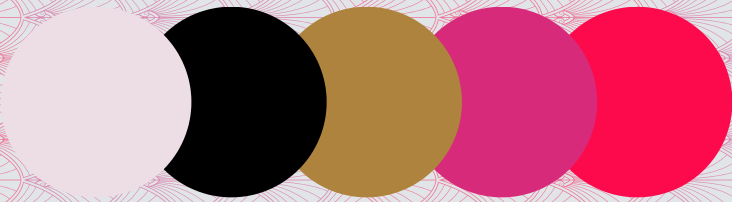
The objective of this creative strategy is to make Social Boutique a community space while also supplying the local community with the hottest fashion for any occasion. To do this, I suggest the rebranding of all the brand's social media as well as the storefront to a modern art deco design. The company will begin creating weekly newsletters containing their one weekly event as well as other local events to create community. I hope to achieve the creation of a luxurious yet connected group of young women who shop at Social Boutique to not only build their closets but also fulfill real connections. The most important aspect of this strategy is getting the first group of people to join the Social Community newsletter and creating a first community event.

Tone Statement

The personality of the creative strategy creates a communal, maximal, modern luxury feel. Some words that represent the approach are detailed, stylized, luxurious, friendship, standing out, elegant, strong, and statement. The visual will relate to the tone by displaying the community that can be created through elegant motifs and depictions of powerful women within the design style of modern deco.

Mandatories and Limitations

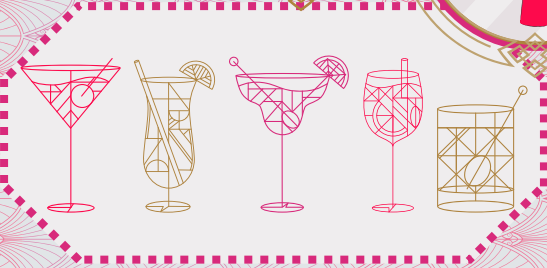
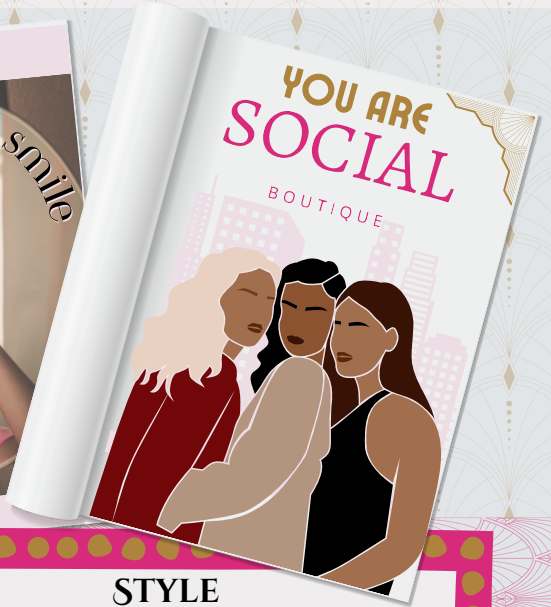
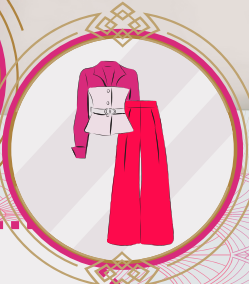
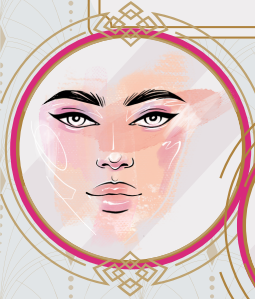
The mandatories and limitations of this creative ad strategy are that the design style must replicate modern art deco characteristics, with a dark muted pink, red, and gold or rose gold color scheme. The brand's logo is not changing drastically but must stay consistent throughout each ad executed. All ads should reference the Social Community newsletter in some way. The mood board represents the overall visual aesthetic the ads and brand events should mimic.



SOCIAL

BOUTIQUE

Powerful
Women



DETAIL	STYLE
LUXURY	FRIENDSHIP
STAND OUT	ELEGANT
STRONG	STATEMENT

DESIGN PROJECTS

- Print Postcard
- Magazine Advertisement
- Flyer Advertisement
- Monthly Newsletter

SOCIAL
BOUTIQUE

*We are just like every
other boutique...*

BUT BETTER

1490 N. College, Fayetteville, AR
www.shopsocialnwa.com





GET IN FRIEND

we're going shopping.



A boutique built to foster friendships,
create a like-minded community,
and a passion for fashion.

www.shopsocialnwa.com





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SOCIAL
BOUTIQUE

You're a professional woman with a fabulous work style, figuring out what to wear in the morning is no chore. It happens when your career path and your wardrobe are in sync. You have the ability — but do you have the time? Yesterday's dress-forless office is now a place where ser-

THE MODERN LOOK

Forget that you thought you knew what your style was. The modern look is all about clean lines and professional attire. It's a look that's both sophisticated and approachable. The modern look is all about clean lines and professional attire. It's a look that's both sophisticated and approachable. The modern look is all about clean lines and professional attire. It's a look that's both sophisticated and approachable.

"Much like the white lab coat indicates the role of a doctor, the suit indicates the role of business professional."

—John Doe, New York-based image consultant

BLAZE NEW TRENDS

First you see it, then you see it everywhere. The new trend is all about clean lines and professional attire. It's a look that's both sophisticated and approachable. The new trend is all about clean lines and professional attire. It's a look that's both sophisticated and approachable.


BECOME A PART OF THE COMMUNITY

SOCIAL


BOUTIQUE



WHERE STYLE MEETS SOCIALIZATION

 1490 N. College, Fayetteville, AR

 www.shopsocialnwa.com

 479-332-4117

 @shopsocial.nwa

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*Join our community of
stylish and hard-working
women today!*

www.shopsocialnwa.com/join

BECOME A PART OF THE COMMUNITY

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☎️ 479-332-4117

📷 @shopsocial.nwa

📱 @shopsocial.nwa

*Join our community of
stylish and hard-working
women today!*

www.shopsocialnwa.com/join

THE SOCIAL MONTHLY NEWSLETTER

The Social Monthly Newsletter was an idea I had to create a collaborative, fashion community. The newsletter relates to the goals of the strategy, as positioning Social Boutique as more than a boutique, but a place to foster friendships.

Each month, the Social advertising team would create a newsletter that features both local young adult events and exclusive opportunities for Social newsletter subscribers. Some special and affordable events for this community could be anything from a group yoga appointment to a first pick on new products from Social Boutique. Other newsletter sections may include a subscribers-only discount code and community question of the week.

This newsletter can create an environment of connectivity for those who subscribe to it. With social media advertisements and in-store QR codes, many people will join the list, and the community will grow!

WELCOME TO THE SOCIAL

Montly Newsletter

See what is going on this month in our community!

THIS MONTH IN SOCIAL EVENTS

January 2024

SUN	MON	TUES	WED	THURS	FRI	SAT
●	1	2	2	2	2 Exclusive Monthly First Friday eSocial at 7 pm!	6 Winter Indoor Farmers Market 9-1
7	8 Exclusive Social Takes Trailside Yoga! e 7 am	9	10	11	12	13 Winter Indoor Farmers Market 9-1
14	15	16	17 Exclusive Wine Wednesday e Mockingbird Kitchen	18	19	20 Winter Indoor Farmers Market 9-1
21	22	23	24	25	26	27 Winter Indoor Farmers Market 9-1
28	29 Exclusive First Pick of new Social Boutique Products!	30	31	●	●	●

About the Social Community

A BOUTIQUE TO FOSTER FRIENDSHIPS

Social Boutique is a locally-owned clothing store that showcases the latest and greatest fashion styles for women in the Northwest Arkansas area. Our aim is to create a community-driven by friendship and a shared love for fashion, which is why we have created a weekly newsletter where we can connect with our customers and keep them updated on the latest trends and events.





Event Spotlight!

FIRST PICK OF NEW SOCIAL BOUTIQUE PRODUCTS FOR OUR COMMUNITY MEMBERS!

As a valued subscriber to our newsletter, we would like to extend a special invitation for you to shop our newest products on January 29th, 2023. RSVP below so we can ensure we have plenty of snacks and beverages for our Social Community friends!

**SIGN UP AT
WWW.SHOPSOCIALNWA.COM/FIRSTPICK**



Members Only Coupon

10% OFF YOUR PURCHASE IN-STORE OR ONLINE

Use the code MEMBERS-ONLY in-store or online to get 10% off your total purchase!

**SHOP TODAY IN-STORE OR ONLINE
@ WWW.SHOPSOCIALNWA.COM**



This Weeks Community Question

WHAT TYPE OF EVENTS ARE YOU LOOKING FOR?

Answer this week's community question by clicking the link below: What types of events would you attend with our Social Community?

**JOIN THE CONVERSATION @
WWW.SHOPSOCIALNWA.COM/THEQ**

Why be a part of the community

SOCIAL BOUTIQUE IS MORE THAN A BOUTIQUE

Looking for more than just a shopping experience in Northwest Arkansas? Look no further than Social Boutique. It's the ultimate destination for those who seek connection, camaraderie, and a passion for fashion. Social Boutique is not just a store, but a community hub designed for women who value empowerment, innovation, and friendship. Our focus on socialization sets us apart, offering a unique space where you can indulge your passion for fashion while engaging in conversations about empowering women in business, local events, and more.

Joining the Social Community is about building real connections, not just shopping. You can be part of our weekly newsletters, keeping you updated on community events and the latest fashion trends. Social Boutique is not just a local boutique; it's a lifestyle, a statement, and a powerful community of like-minded women. Our goal is to create a space where you can not only enhance your wardrobe but also forge meaningful connections with others who share your interests.

Don't let your friends miss out on the opportunity to be part of something special. Social Boutique is not just a destination; it's a movement. Stand out, connect, and indulge in the luxury of community at Social Boutique – where fashion meets friendship.



Invite Your Friends to the Community Today!

DO YOUR FRIENDS CRAVE AN EMPOWERED COMMUNITY IN NORTHWEST ARKANSAS?

Have your friends come and visit us or send them the link below to join our Social Community today!

JOIN SOCIAL AT
WWW.SHOPSOCIALNWA.COM/JOIN

@shopsocial.nwa | shopsocialnwa@gmail.com

WWW.SHOPSOCIALNWA.COM

SUMMARY

Client Strategy Book

This final creative strategy book for Social Boutique in Northwest Arkansas aims to position the store as more than a place to shop.

Through client research, I was able to identify certain consumer needs the brand is currently not hitting. Each advertisement copy, idea, and design all aligns with the creative strategy statement that can summarize the objective of this project.

Creative Strategy Statement

This strategy aims to position Social Boutique as the premier destination for women aged 21-35 to connect, build camaraderie, and indulge their passion for fashion. The boutique's key differentiator will be its focus on socialization. Women in this age bracket crave a community that fosters female empowerment, innovation, and connection. Along with offering stylish clothing for various occasions, Social Boutique will provide decorative items for homes and offices, in addition to a social hub for young women who like to discuss topics such as women in business and local events for young adults.

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Personal Reflection

During the process of creating this project, I acquired many valuable skills. I was able to refine my design skills and gain a deeper understanding of the functions of Adobe Creative Cloud applications. I created one statement of direction and was able to develop a comprehensive strategy that aimed to establish a new brand personality for the boutique.

The process of creation was a valuable experience, as I was able to take my creativity to the next level and expand on it. I appreciated the opportunity to engage in thorough, comprehensive work and develop a larger vision.

Where You Can Find Me

I am active on LinkedIn and my email accounts. If you have any questions about this project or career opportunities, feel free to contact me.

- LinkedIn: <https://www.linkedin.com/in/cassidy-mccullough-adpr/>
- Email: cassidymcculloughuark@gmail.com

Thank
You