

**PROJECT TWO:  
FASHION CAMPAIGN  
KAYLA IRIS**

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## BRAND PROPOSAL

### GOODWILL



### THRED UP



### SALVATION ARMY





# GOODWILL

## RESEARCH



### ENVIRONMENT

The amount of goods you can potentially divert from landfills.



## PREVIOUS CAMPAIGNS



GOODWILL IS HIGHLIGHTING HOW YOUR OLD CLOTHES CAN BENEFIT OTHERS. WEATHER ITS WITH JOBS OR A NEW LOOK.



# BLING ON A BUDGET



FASHION CAMPAIGN PG. 4



BLING ON A BUDGET HIGHLIGHTS THE AVERAGE CUSTOMER. EVERYONE WANTS TO LOOK GOOD AND GOODWILL OFFERS A WIDE VARIETY OF CLOTHING AT FRACTION OF THE COAST. WEATHER YOU RECONSTRUCT THE GARMENT, OR WEAR IT IN ALL ITS GLORY, EVERYONE CAN BLING ON A BUDGET.

# VISUAL INSPIRATION



LOCATION  
RUSTIC MUTED BACKGROUND. NOT FLASHY BUT HAS CLASS

FASHION CAMPAIGN PG. 5



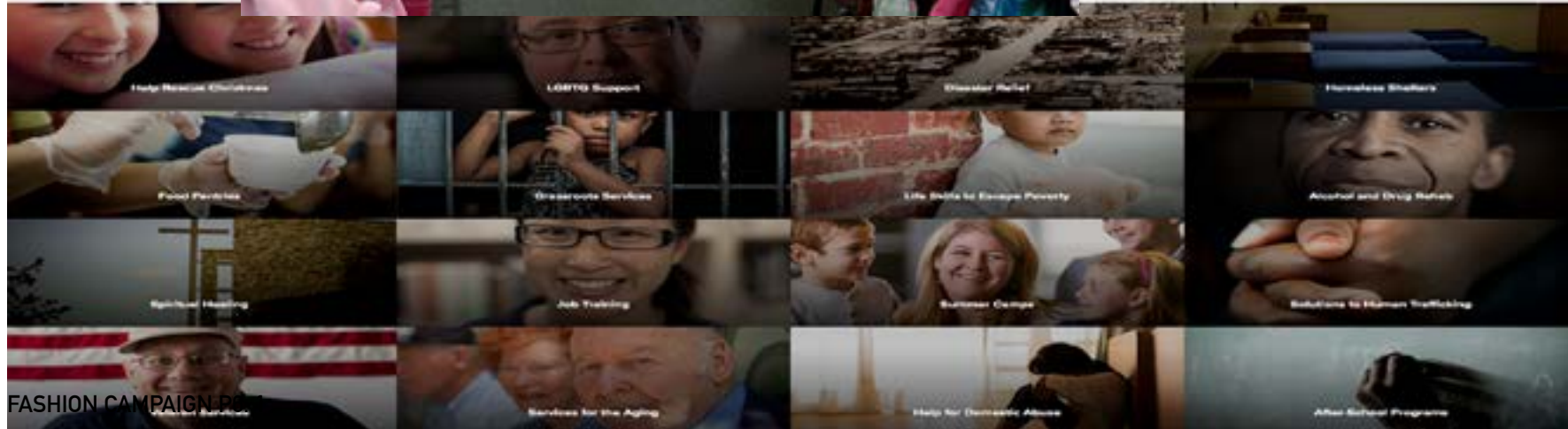
STYLING  
IN TREND AND FANCY OUTFITS TO HIGHLIGHT HOW GOODWILL BLINGS ON A BUDGET



LAYOUT  
MAGAZINE LAYOUT STYLE



# SALVATION ARMY RESEARCH



# PREVIOUS CAMPAIGNS



FASHION CAMPAIGN PG. 7



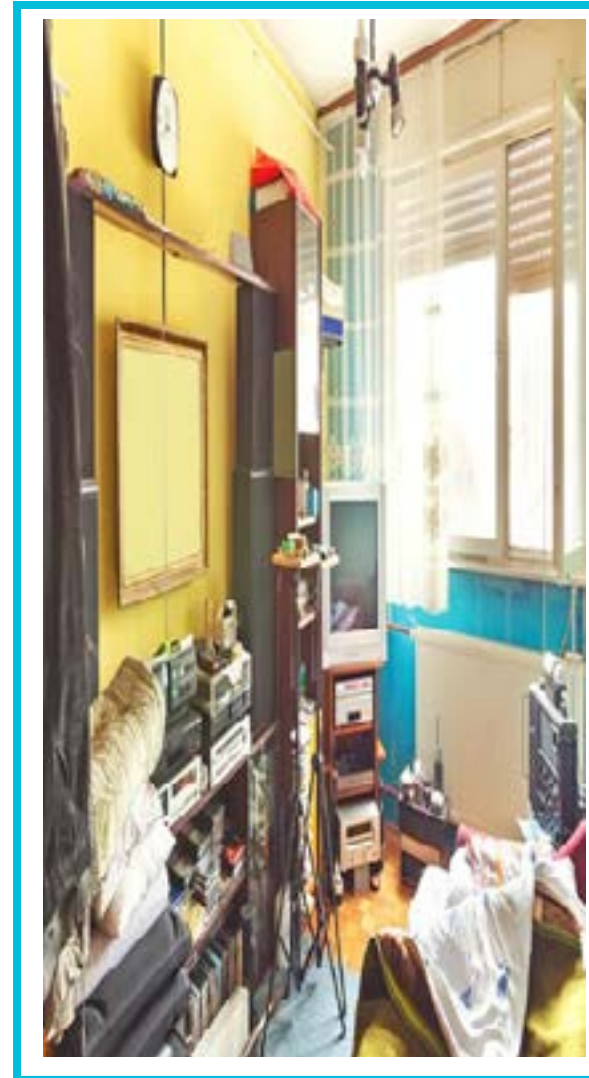


# SPRING CLEANING FOR A CAUSE



THE SALVATION ARMY HIGHLIGHTS HOW YOUR DONATIONS CAN HELP THOSE WHO ARE SUFFERING. EVERYONE HAS CLOTHES AND BELONGINGS THEY DONT NEED. WITH THIS CAMPAIGN THE AVERAGE CUSTOMER WILL FEEL GOOD KNOWING THEY HAVE LESS CLUTTER AND THEY ARE HELPPING THE LESS FORTUNATE AT THE SAME TIME

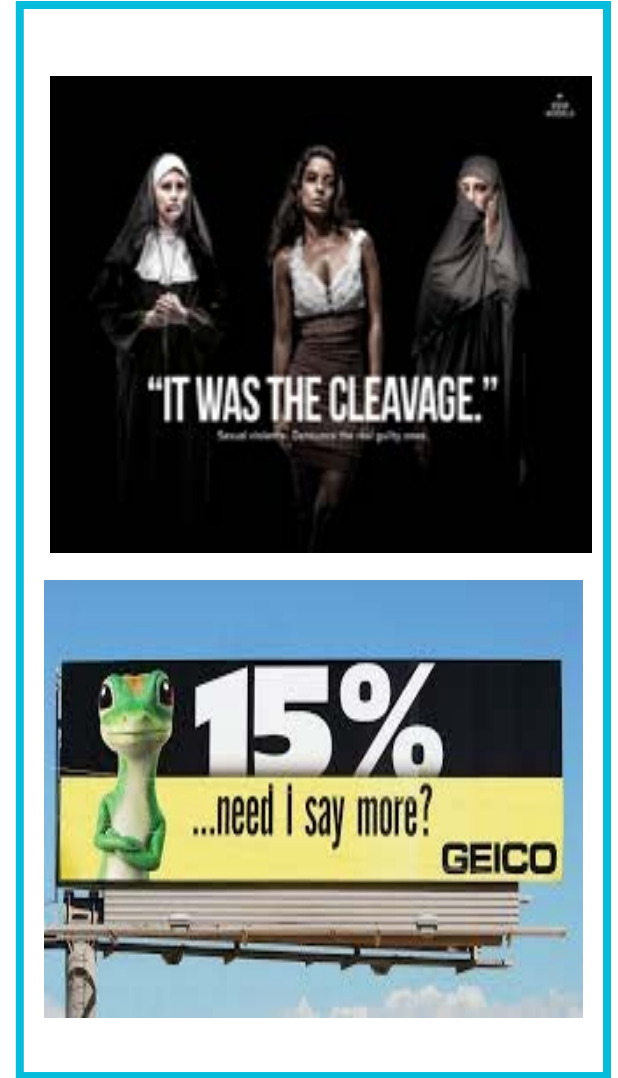
# VISUAL INSPIRATION



LOCATION  
MESSY BEDROOM



STYLING  
OVERSIZED/ TIRED GARMENTS WITH  
MESSY AND OUT OF PLACE HAIR AND  
MAKEUP



LAYOUT  
EASY TO READ EMOTIONAL AD



# THRED UP RESEARCH



#SECONDHANDFIRST

Shop thrifted looks from fellow treasure hunters.

Explore Your New Look Now!

GUCCI

GUCCI

# PREVIOUS CAMPAIGNS



CLIMATE  
CHANGE  
IS NOT  
REAL

THREDUP  
RE-MIX

summer  
styleUP



# IN A SNAP



FASHION CAMPAIGN PG. 12

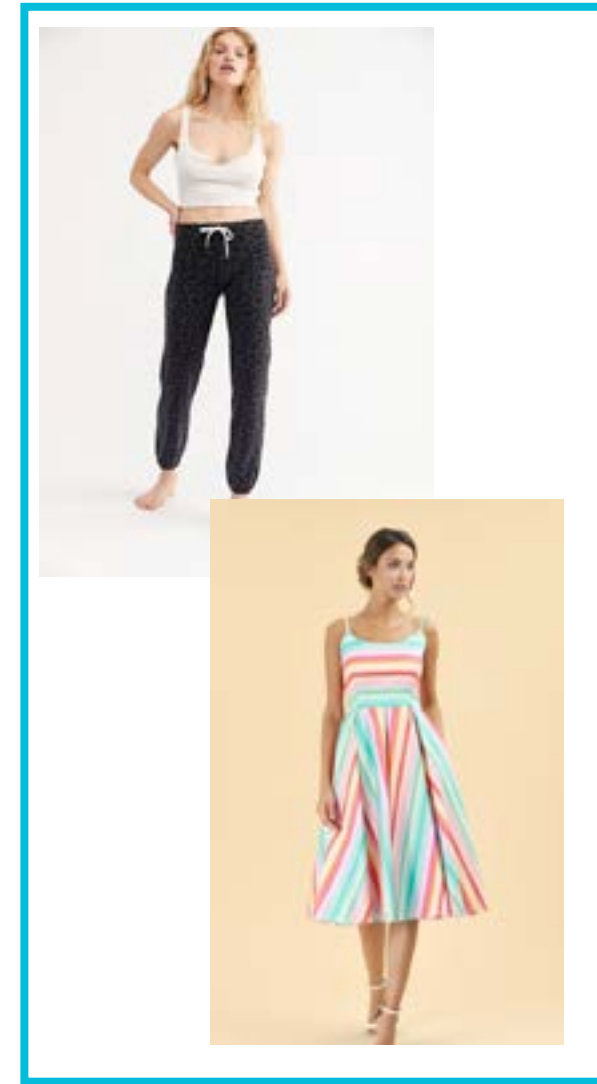


# VISUAL INSPIRATION



LOCATION  
BEDROOM

FASHION CAMPAIGN PG. 13



STYLING  
BORING SWEATS TRANSFORMED INTO  
A CUTE OUTFIT WITH HELP OF THREDUP



LAYOUT  
FUN BRIGHT MAGAZINE ARTICLE/COVER



# FINAL BRAND SELECTION



# CAMPAIGN STATEMENT



BLING ON A  
BUDGET  
AT GOODWILL WE  
OFFER A VARIETY OF  
STYLES AT AN  
AFFORDABLE COAST.  
LOOK YOUR BEST  
WITHOUT BREAKING  
THE BANK



# EXTENDED CONCEPT



## BLING ON A BUDGET

WHAT IF GOODWILL HAD ALL THE TRENDS? IT ALREADY DOES. WHEN PEOPLE DONATE THEIR CLOTHES, GOODWILL GAINS A COLLECTION OF TRENDS FROM THE PAST AND NOW. DONT BREAK THE BANK TO LOOK GOOD. BROWSE THROUGH OUR HUGE SELECTION OF GARMENTS TO CREAT YOUR PERFECT LOOK

# FPO PT.1





# FPO PT. 2



	9/23 - 9/29							9/30 - 10/6							10/7 - 10/13							10/14	
	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T		
<b>PLANNING</b>																							
Project Setup	█																						
Research															█								
Concept Development															█								
Finalize Concept															█								
<b>PRE-PRODUCTION</b>																							
FPO / Mock Ads															█								
Location Scouting															█								
Storyboard															█								
Shotlist																							
<b>PRODUCTION</b>																							
Photoshoot															█								
Contact Sheet Review															█								
Final Draft															█								
Contact Sheet Notes															█								
Final Image Selection															█								
Image Editing															█								
Advertisement Flats															█								
<b>FINAL</b>																							
Finalize Process Book															█								
Final Submission															█								

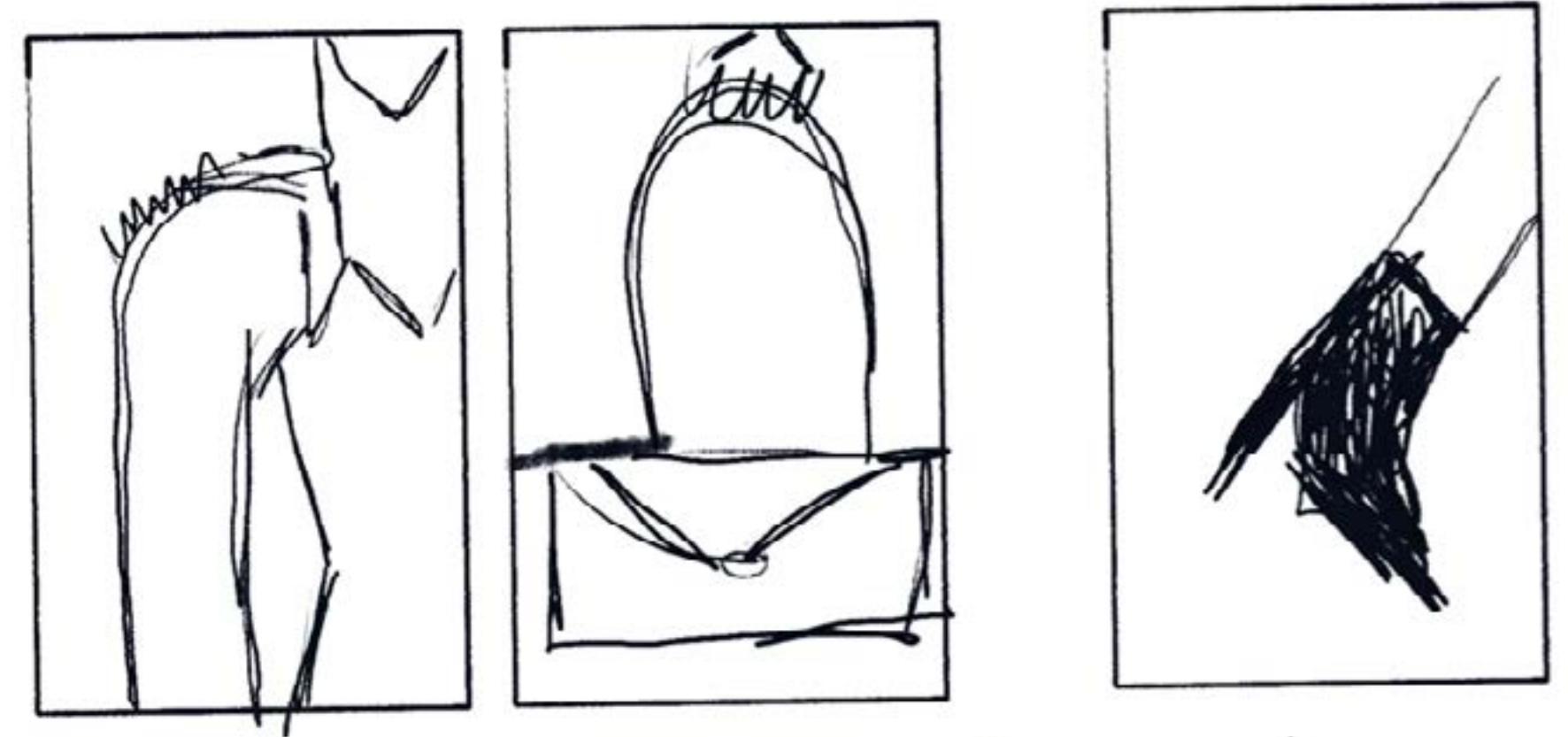
**IMPORTANT DATES**

List your important dates here. **FASHION CAMPAIGN PG. 19**





1. MODEL SLOW WALKS A DISTANCE FROM BRICK WAL. LONG SHOT INCLUDING THE ENTIRE BODY OF THE MODEL. NATURAL LIGHT WITH MODEL IN FOCUS
2. MODEL DOING SMALL HOP FOWARD. LONG SHOT USING NATURAL LIGHT. BLAZER OF THE MODEL OPENING IN THE WIND.
3. MEDIUM EYE LEVEL SHOT WITH NATURAL GOLDEN SHOT. SHOT FROM PELVIS UP. POSSIBLE A LOW SHOT. HAND ON HIP AND OTHER ON FACE. BLAZER CLOSED
4. MODEL DOING RUN/ HOP. NATURAL LIGHT. TIGHT LONG SHOT OF JUST THE MODEL. LITTLE SPACE ABOVE HEAD AND BELLOW FEET. FUN
5. MODEL LEANING ON BRICK WALL. POSSIBLE LOW SHOT OR MEDIUM EYE LEVEL SHOT.

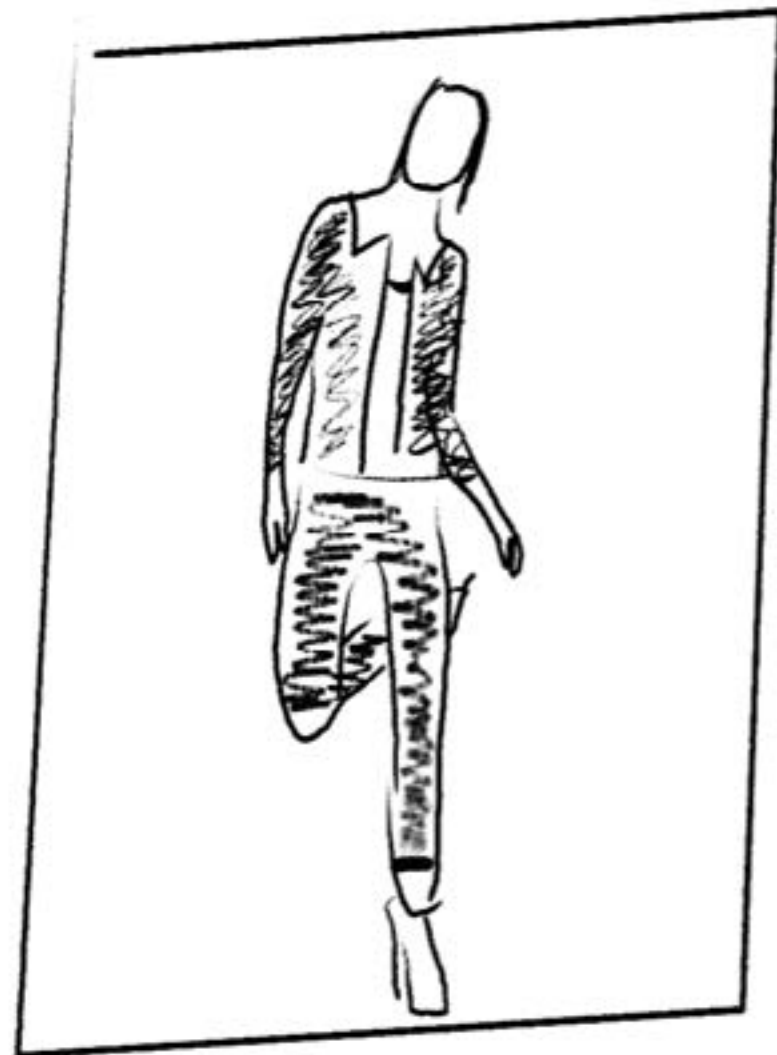


Close up shots to document details of the outfits (focus on jacket) (bag) (shoes)

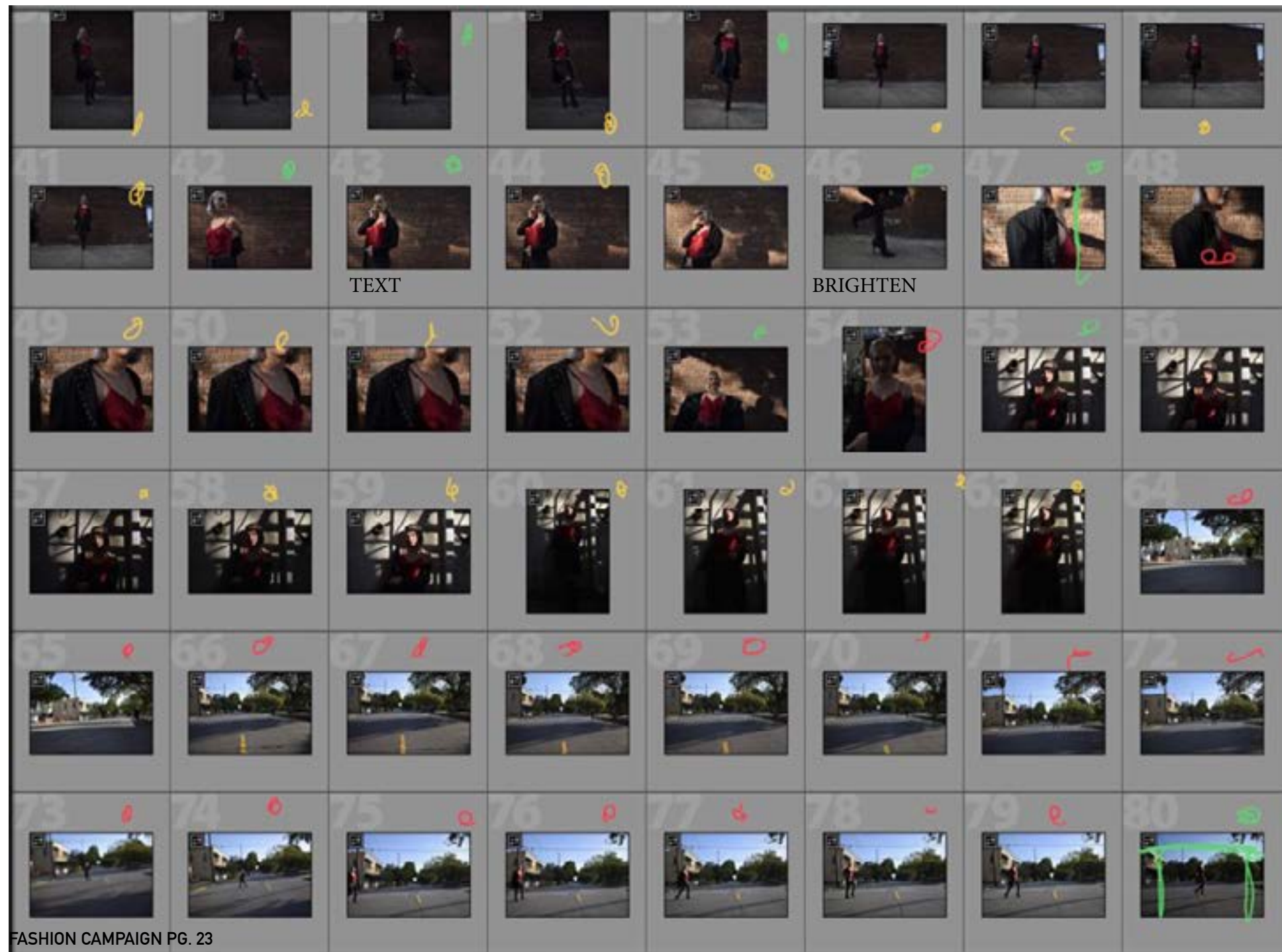




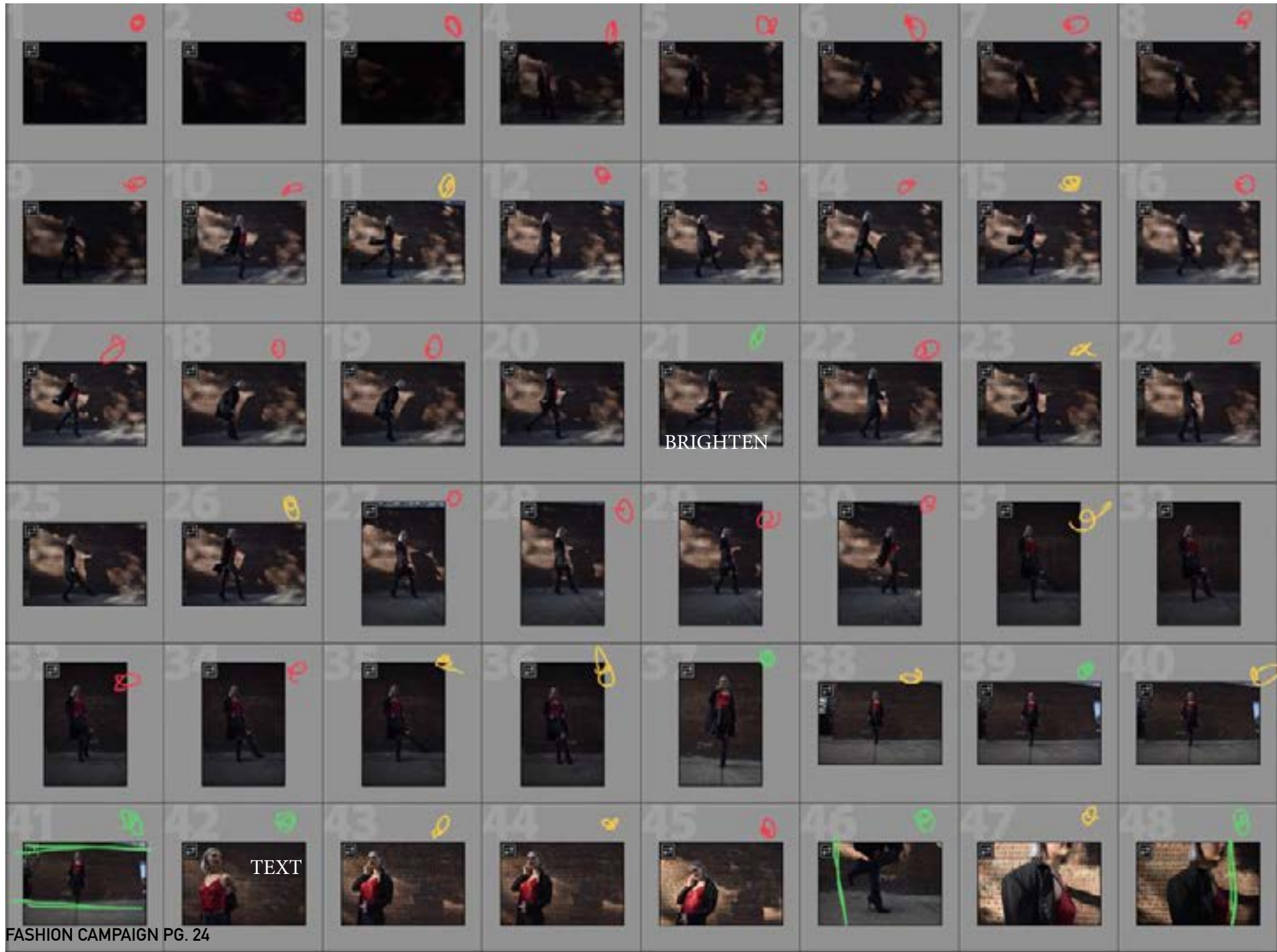
Over the shoulders  
whole outfit,  
little space above  
& below model



fun organic move











# FLATS



# FLATS CONT.





# Goodwill



## BLING ON A BUDGET

AT GOODWILL WE OFFER A VARIETY OF STYLES AT AN AFFORDABLE COAST. LOOK YOUR BEST WITHOUT BREAKING THE BANK

The term workaholic refers to various types of behavioral patterns, with each having its own valuation. For instance, workaholism is sometimes used by people wishing to express their devotion to one's career in positive terms. The "work" in question is usually associated with a paying job, but it may also refer to

independent pursuits such as sports, music, art and science. However, the term is more often used to refer to a negative behavioral pattern that is popularly characterized by spending an excessive amount of time on working, an inner compulsion to work hard, and a neglect of family and other social relations.

Researchers have found that in many cases, incessant work-related activity continues even after impacting the subject's relationships and physical health. Causes of it are thought to be anxiety, low self-esteem and intimacy problems. Further, workaholics tend to have an inability to delegate work tasks to others and tend to obtain high scores on personality traits such as neuroticism, perfectionism and

conscientiousness. Clinical psychologist Professor Bryan E. Robinson identifies two axes for workaholics: work initiation and work completion. He associates the behavior of procrastination with both "Savoring Workaholics" (those with low work initiation/low work completion).

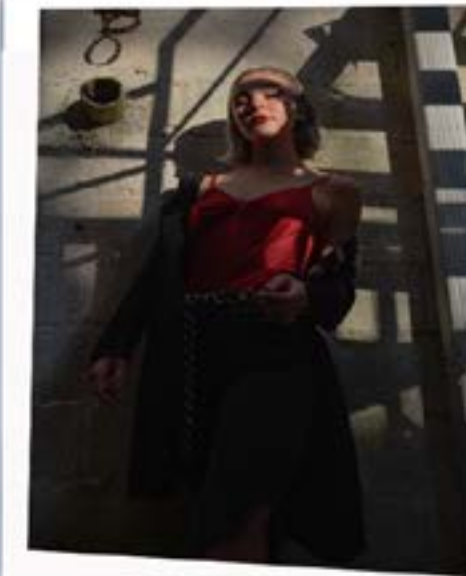
*Text: Garon Flanetti*



# Goodwill

**BLING ON A BUDGET**  
WHAT IF GOODWILL HAD ALL THE TRENDS? IT ALREADY DOES. WHEN PEOPLE DONATE THEIR CLOTHES, GOODWILL GAINS A COLLECTION OF TRENDS FROM THE PAST AND NOW. DONT BREAK THE BANK TO LOOK GOOD. BROWSE THROUGH OUR HUGE SELECTION OF GARMENTS TO CREAT YOUR PERFECT LOOK

www.goodwill.com



There is nothing as beautiful as the shadows cast by gentle moving water.





## ACKNOWLEDGEMENT

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