

PRESENTATION

FEBRUARY 2025

# CREATIVE BRIEF

DESIGNED FOR THE USC FLUTE STUDIO AND A FLUTIST'S BOOK OF DAYS

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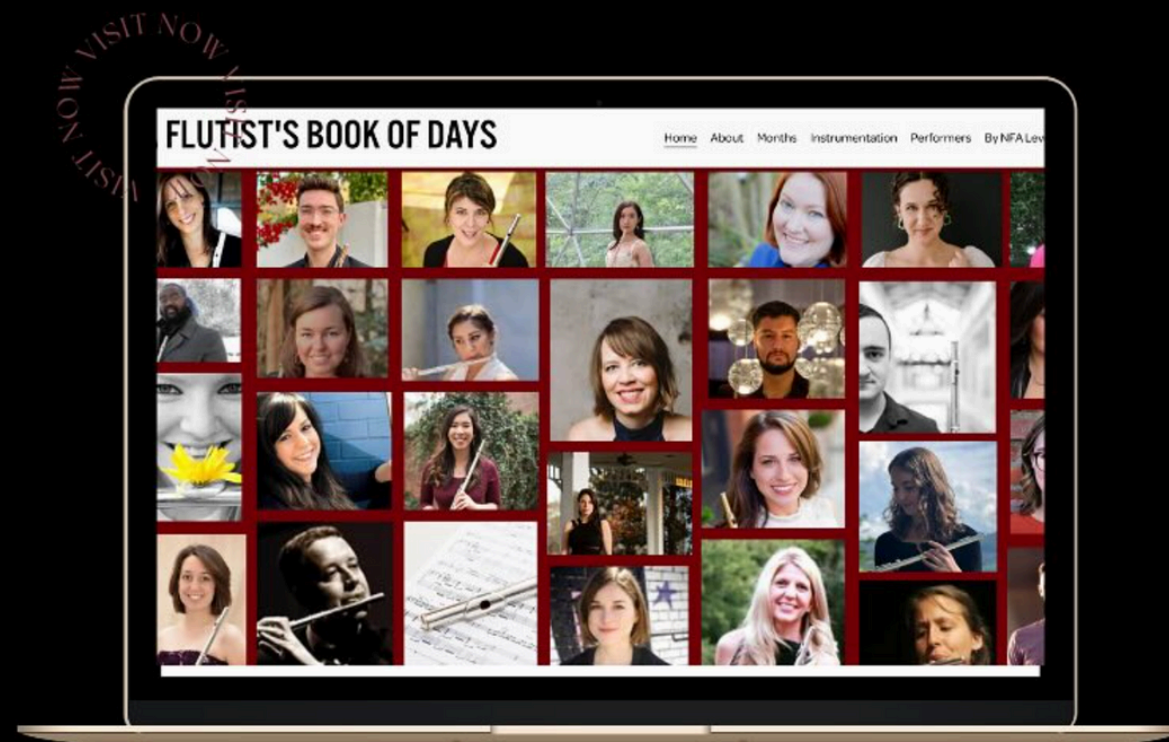
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# BRAND AND PROJECT OVERVIEW

VISIT OUR NEW  
WEBSITE!



[www.aflutistsbookofdays.com](http://www.aflutistsbookofdays.com)

## MAIN GOALS:

- Recruitment – Use A Flutist's Book of Days to attract students to the USC Flute Studio.
- Brand – Develop a recognizable brand with a cohesive visual identity
- Broader Engagement – Make the project appealing to a wider audience who are not necessarily flutists or instrument players.

## BRAND OVERVIEW:

How does A Flutist's Book of Days fit into the USC Flute Studio?

- The USC Flute Studio continuously changes as students graduate.
- Alumni are featured in A Flutist's Book of Days.
- A Flutist's Book of Days is an ongoing project within the flute studio.



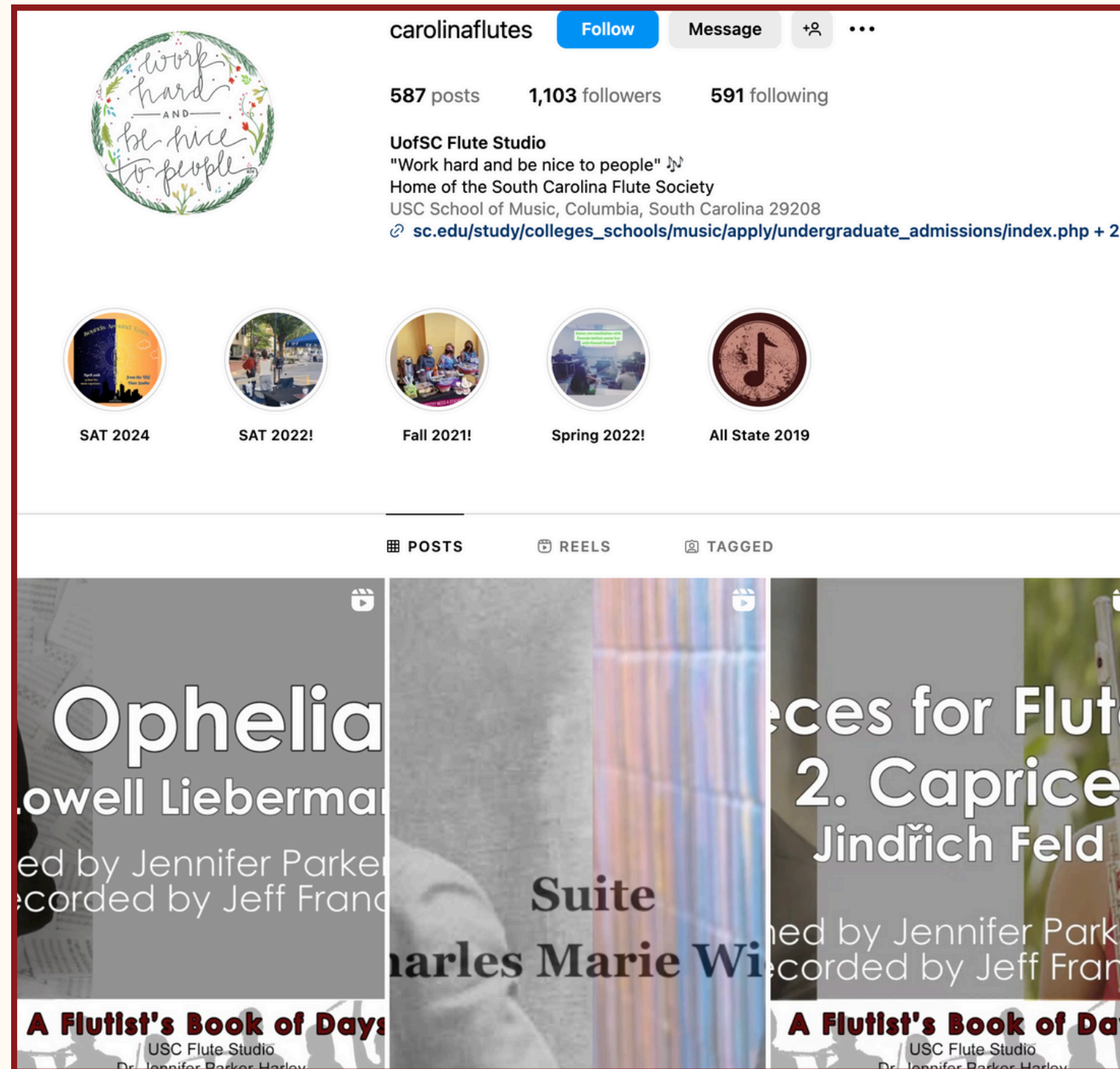
# OBJECTIVES

## Objectives:

- Attract individuals who are not flute or instrument players.
- Increase engagement on the website and social media platforms.
- Organize and establish a cohesive visual identity for the website.
- Develop a strong and recognizable brand.

## Measures of Success:

- Increased engagement and interaction on the website and social media.
- Growth in social media following and reach.
- A clear representation of the brand.
- Consistent visuals across all platforms.



# TARGET AUDIENCE

The goal is to broaden the reach of A Flutist's Book of Days beyond its current audience by engaging:



## FLUTIST

Both students and professionals.



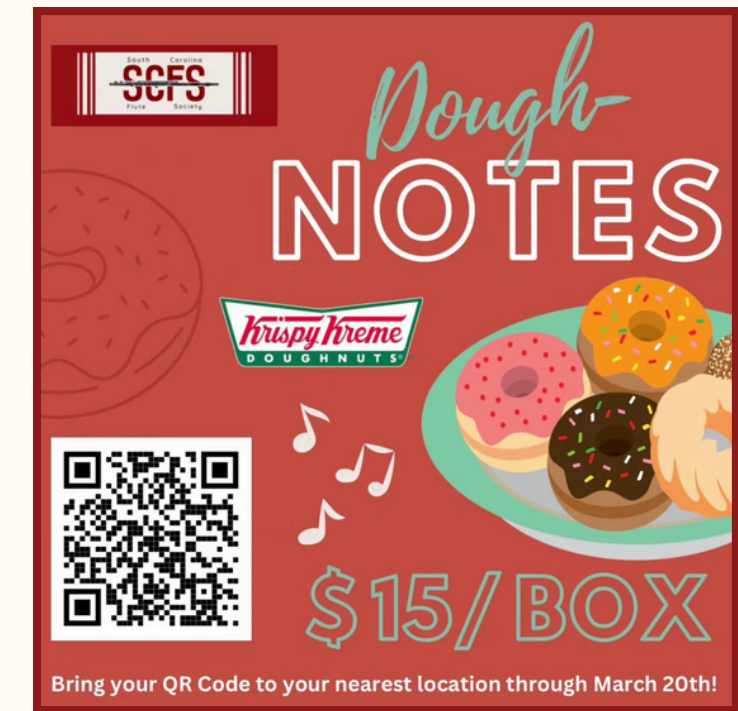
## NON-INSTRUMENT PLAYERS

Individuals who do not play an instrument.



## MUSIC EDUCATORS

Teachers who may use this resource and be interested in coming to USC to teach.



## DONORS

Individuals or organizations interested in supporting the USC Flute Studio.



# KEY MESSAGES

## Main Theme:

- One of the key messages they want to share is that classical music can be casual.
- Classical music is often seen as intimidating or overly serious, which can make people hesitant to engage with it.
- An example of this approach is the studio's performance at Soda City, where musicians play street-side, welcoming people to stop by, listen, and enjoy the music in a relaxed, accessible setting.

## Key Messages:

- The USC Flute Studio is dedicated to helping students progress to the next level in their careers and education.
- They aim to showcase the studio's activity to other instructors.
- Career development is a core part of what the USC Flute Studio offers to its students.

## Think, Feel, Do:

1. The client would like people to be intrigued by the flute studio:
  - To be curious about what they do, what projects the flute studio has going on, what the students do, etc. The client wants them to know that the students/alumni play at a high level and to know they are successful in their careers.
2. The client would like people to be curious enough about the flute studio to investigate further
  - To go from the Instagram to the Flutist's Book of Days, for instance.
3. This would be dependent on the audience. The client would like prospective students to be inspired to apply and audition at USC. For the general public, the client would like them to find some music that they like, if even something short, on the website. For flute teachers and students at other places, the client wants them to use the Flutist's Book of Days as a resource – to know that they can count on USC Flute studio for quality performances and musical inspiration.

# TONE AND STYLE

- Aesthetic – The visual style should be modern, fresh, and engaging while remaining informative. It should avoid feeling sterile or overly formal.
- Color Palette and Fonts – The studio has an existing color palette and font style, but it's open to adding new elements as long as they align with the current vibe and overall aesthetic.



A Canva color and type system is currently being used, and it has the potential to be developed into an Adobe system as the project progresses.

# DELIVERABLES

## Branding Materials:

- Social media templates for various posts, allowing for easy updates to wording and photos.
  - Examples: flutist highlights, job highlights, event/competition announcements, competition winners, and youtube videos.
- Logo design
- Stickers
- Posters
- Screen designs for TVs in USC buildings
- Cleaning up the website

Examples of current post:





# STRATEGIES:

Example of stickers that the client liked:



## STICKERS:

- Stickers can be distributed and sold during events that invite high school students.
- Available for purchase on the Flutist's Book of Days website.
- Available for purchase and promoted on social media.
- Specify that proceeds will help fund the USC Flute Studio.

## POSTER:

- Engagement with posters has been low in the past, so the goal is to create a visually intriguing design.
- Posters can be displayed in various businesses and bulletin boards around campus.
- Include a QR code linking to social media for easy access.
- Example locations: Cool Beans, Drip, and other local spots.

# TIMELINE AND BUDGET

## Timeline:

- Sounds Around Town Event – April 26th at Soda City.
- Capture photo and video content during the event for promotional use.

## Budget:

- A few hundred dollars could be provided if needed for printing stickers and posters.