



L. RAE DESIGN

# *PORTFOLIO*

FROM L. RAE DESIGN SERVICES TO DESIGN WORK  
AND A FEW OTHER HELPFUL DETAILS.

[WWW.LRAEDESIGN.COM](http://WWW.LRAEDESIGN.COM)

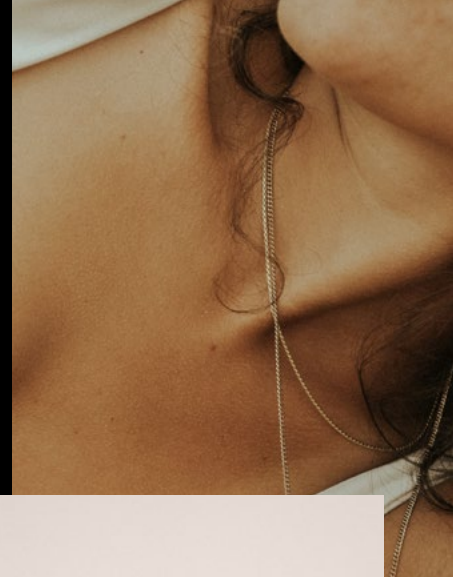


SERVICES	01
<hr/>	
BRAND IDENTITY	02
<hr/>	
WEBSITE DESIGN	12
<hr/>	
SOCIAL MEDIA CASE STUDIES	14
<hr/>	
NOTEWORTHY LRD DETAILS	24
<hr/>	
WHO WE ARE	27
<hr/>	
GET IN TOUCH	28
<hr/>	

CONTENTS

L. RAE DESIGN

*"INTUITIVE, INTENTIONAL AND ATTENTION-GRABBING  
EXPERIENCES THAT AUTHENTICALLY REPRESENT AND  
SERVE HIGH-LEVEL BRANDS AND COMPANIES."*





LAUREN KLAHOLD FOUNDED L. RAE DESIGN ON THE BELIEF THAT BRANDS DON'T NEED "MORE." THEY NEED "BETTER." INTUITIVE, INTENTIONAL, AND ATTENTION-GRABBING EXPERIENCES THAT AUTHENTICALLY REPRESENT AND SERVE HIGH-LEVEL BRANDS AND COMPANIES.

AT L. RAE DESIGN, THEY OBSESS. THEY STRATEGIZE. THEY SERVE - ALL BEFORE YOUR PARTNERSHIP EVEN BEGINS. THEIR BOUTIQUE TEAM ALLOWS THEM TO PROVIDE A HIGHER LEVEL OF TAILORED SERVICE AND SUPPORT. SOULFUL STRATEGY. GENUINE DEDICATION. THEY PRIDE THEMSELVES ON IMMERSING IN THEIR CLIENT'S UNIQUE ECOSYSTEM TO DELIVER UNPARALLELED PRODUCTS AND SERVICES.

THEY ARE A MULTIFACETED STUDIO GROUNDED IN A PASSION FOR CREATING AND CONNECTING WITHIN DIVERSE INDUSTRIES. THEY APPROACH EACH CREATIVE PROJECT WITH CURIOSITY, SKILL, AND PURPOSE - THE PRIMARY GOAL IS TO CRAFT DISTINCT AND ENDURING BRAND EXPERIENCES THROUGH DESIGN, SOCIAL, AND DIGITAL.

*BRANDING  
BETWEEN  
THE LINES*





# *SERVICES*

BRAND IDENTITY & DESIGN

BRAND STRATEGY

GRAPHIC DESIGN

SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA DESIGN

CONTENT CREATION

SOCIAL MEDIA AD CREATION

SOCIAL MEDIA AD MANAGEMENT

ANALYTICS & REPORTING

WEBSITE DESIGN

WEBSITE DEVELOPMENT

E-COMMERCE

SEARCH ENGINE OPTIMIZATION

BUSINESS STRATEGY

ART DIRECTION

CREATIVE CONSULTING

COLLATERAL

PACKAGING

HOSTING & SUPPORT

MONTHLY RETAINERS



# COPE & CO.

COPE & CO IS A BOUTIQUE LEATHER GOODS COMPANY BASED IN A QUIET COASTAL CAROLINA TOWN. THEIR SMALL TEAM THOUGHTFULLY HAND-CUTS, STITCHES, RIVETS AND BUFFS EVERY LUXURIOUS PIECE WITHIN THEIR SMALL BATCH COLLECTIONS BEFORE IT REACHES ITS NEW HOME - MAKING NO TWO PIECES EXACTLY ALIKE.

EVERY PRODUCT IS MADE TO BE LOVED AND WORN AS IT JOINS YOU ON YOUR JOURNEY THROUGH LIFE GIVING THE LEATHER A BEAUTIFULLY RICH PATINA OVER TIME - COPE & CO'S QUIET REMINDER TO EMBRACE THE BELIEF THAT WE ALL GET BETTER WITH AGE.

CLIENT: COPE & CO

LOCATION: BEAUFORT, NORTH CAROLINA

PROJECT: COPE & CO IDENTITY REBRAND

TYPE OF WORK: BRAND IDENTITY, SOCIAL MEDIA DESIGN, PACKAGING,

BRAND STRATEGY & CREATIVE CONSULTING



INSPIRED BY AGELESS BEAUTY, CRAFTSMANSHIP AND MINIMAL LUXURY. IT'S A TOUCH COASTAL WITH CLASSIC LINES. A MODERN PALETTE. WITHOUT PRETENTIOUSNESS.

THINK: EFFORTLESSLY CHIC, A WARM COASTAL AFTERNOON, MINIMAL CLEAN LINES. A CRISP WHITE LINEN BUTTON-DOWN, RAW BUT REFINED TEXTURES, THE SMELL OF ESPRESSO BREWING, AND WINDBLOWN HAIR. YOUR FAVORITE LEATHER BAG. OPEN SPACES. A CHILLED GLASS OF ROSE. UNABASHED, GENUINE AUTHENTICITY.

HAND / MADE

COPE & CO.

ESTD. *leather goods* 2020











# LOFT & LANE



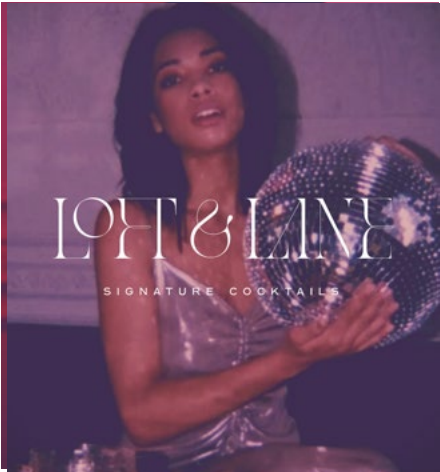
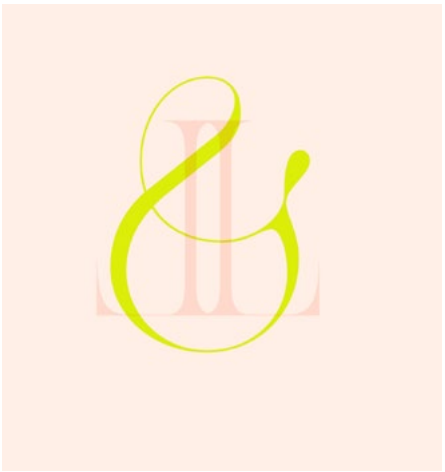
LOFT & LANE IS AN UNAPOLOGETICALLY BOLD& BUBBLY COCKTAIL BRAND. IT'S THEIR UNIQUE TAKE ON THE CLASSICS PAIRED WITH A LINE OF SUPERBLY CRAFTED AND PRE-MADE COCKTAILS THAT GIVES YOU STYLE IN EVERY SIP.

CLIENT: LOFT & LANE

PROJECT: BRAND IDENTITY & SOCIAL MEDIA

TYPE OF WORK: BRAND IDENTITY, SOCIAL MEDIA DESIGN, BRAND STRATEGY







# THE DROP IN

THE DROP IN IS A MODERN AND COASTAL BOUTIQUE LIVING SPACE. THIS BRANDED SHORT-TERM STAY EXPERIENCE CENTERS AROUND A DESIRE TO EXPLORE NEW ENVIRONMENTS.

CLIENT: THE DROP IN AIRBNB

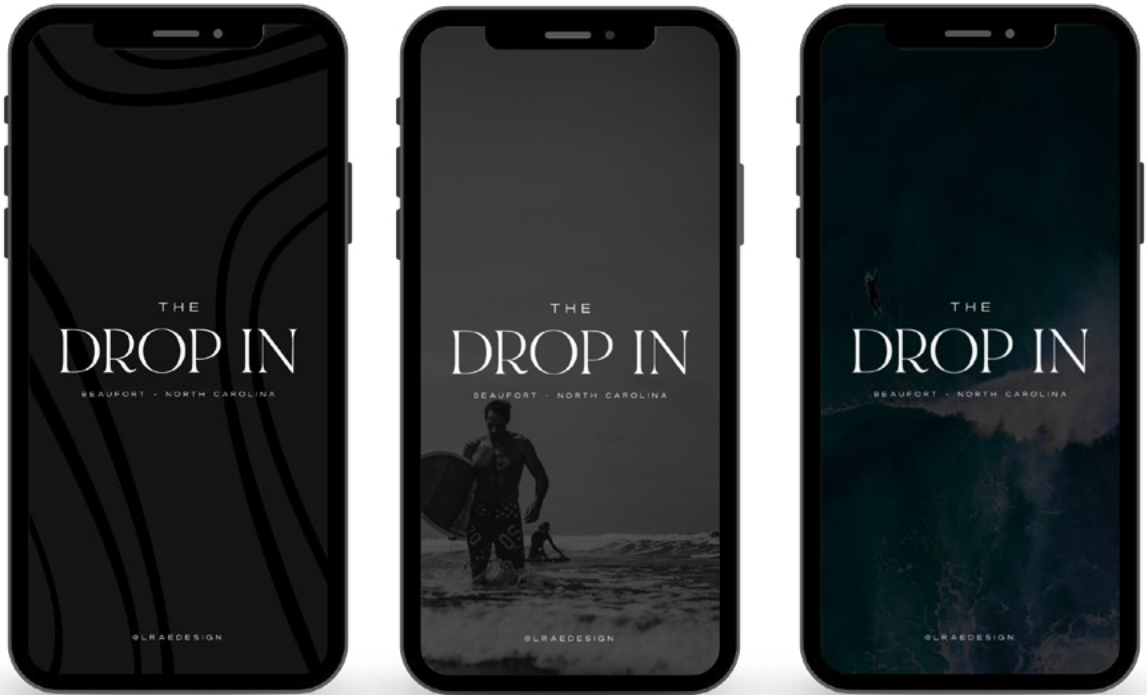
PROJECT: BRAND IDENTITY

TYPE OF WORK: BRAND IDENTITY AND SOCIAL MEDIA DESIGN.

INSPIRED BY EXPLORING NEW PLACES, ENJOYING EACH OTHER'S COMPANY  
AND CELEBRATING LIFE. CLASSIC LINES WITH A COOL, CALM NATURE.

THINK: SEA SPRAY, THE SOUND OF WAVES CRASHING ONTO THE WARM SAND,  
A DESIRE TO ELEVATE ANY TRAVEL OR OUTDOOR EXPERIENCE.











BRAND  
IDENTITY

SOCIAL  
MEDIA

WEB  
DESIGN

DIGITAL

L. RAE DESIGN

# *WEB DESIGN*



INQUIRY  
PROPOSAL  
TERMS & DEPOSIT  
CLIENT WELCOME

PHASE 1

CONSULTATION  
AUDIT  
RESEARCH & ANALYSIS  
CREATIVE DIRECTION

PHASE 2

DESIGN  
REFINE

PHASE 3







L. RAE DESIGN

# *SOCIAL MEDIA CASE STUDIES*

## THE PROCESS

INQUIRY  
PROPOSAL  
TERMS & DEPOSIT  
CLIENT WELCOME

PHASE 1

CONSULTATION  
AUDIT  
RESEARCH & ANALYSIS  
CREATIVE DIRECTION

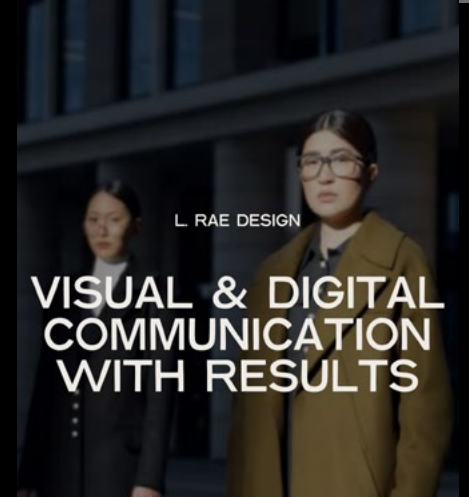
PHASE 2

DESIGN

PHASE 3



STUDIO CENTERED IN SOULFUL STRATEGY,  
ATTENTION-GRABBING AESTHETICS &  
HIGH-CALIBER CLIENTELE.



L. RAE DESIGN

**VISUAL & DIGITAL  
COMMUNICATION  
WITH RESULTS**



## *CLIENT #1*

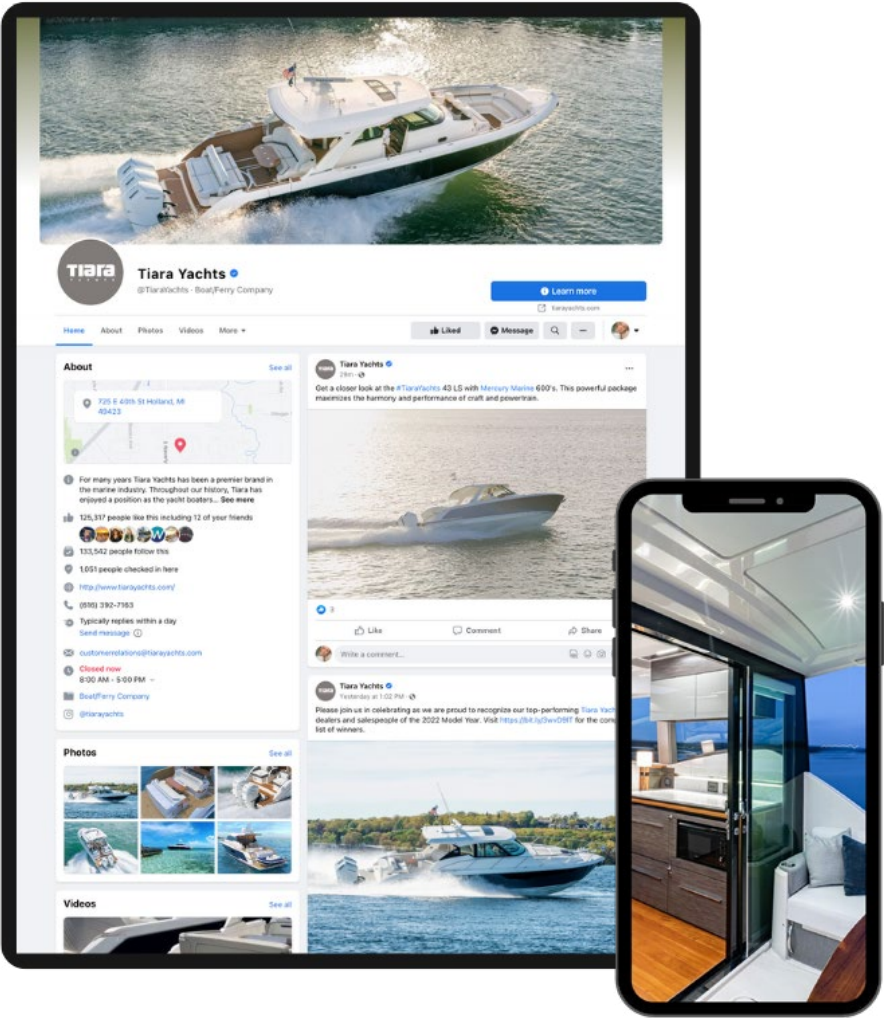
ONE OF THE OLDEST PRIVATELY HELD BOAT MANUFACTURERS IN THE UNITED STATES. THEY ARE ONE OF THE PREMIER BRANDS IN THE BOATING INDUSTRY, KNOWN FOR THEIR DISTINCT STYLE, LUXURY, AND POWER. ITS MODELS INCLUDE BOTH INBOARD AND OUTBOARD CRUISING YACHTS RANGING FROM 34 TO 60 FEET. L. RAE DESIGN HAS BEEN WORKING WITH THEM SINCE 2012, BRINGING THEM ON AS A CLIENT IN AUGUST 2016.

## *CLIENT SERVICES*

FACEBOOK AND INSTAGRAM ACCOUNT AND AD MANAGEMENT, YOUTUBE, VIMEO, PINTEREST AND LINKEDIN ACCOUNT MANAGEMENT, SOCIAL MEDIA CONSULTANT TO ALL NATIONAL AND INTERNATIONAL DEALERS.

## *CLIENT GOALS*

INCREASE BRAND AWARENESS, MANAGE BRAND REPUTATION, IMPROVE COMMUNITY ENGAGEMENT, INCREASE VIDEO VIEWS, DELIVER CUSTOMER SERVICE



# FACEBOOK

307

POSTS

146.1K

REACTIONS

1.9K

COMMENTS

9.38K

SHARES

17.8M

VIDEO VIEWS

7.05M

MINUTES VIEWED

107.52K

ENGAGEMENTS

18.55K

NET FOLLOWERS

FACEBOOK LIKES (TOTAL) 126,368

GAINED FANS 17,778

REACH 30,292,806

REACH RATE 24.23"

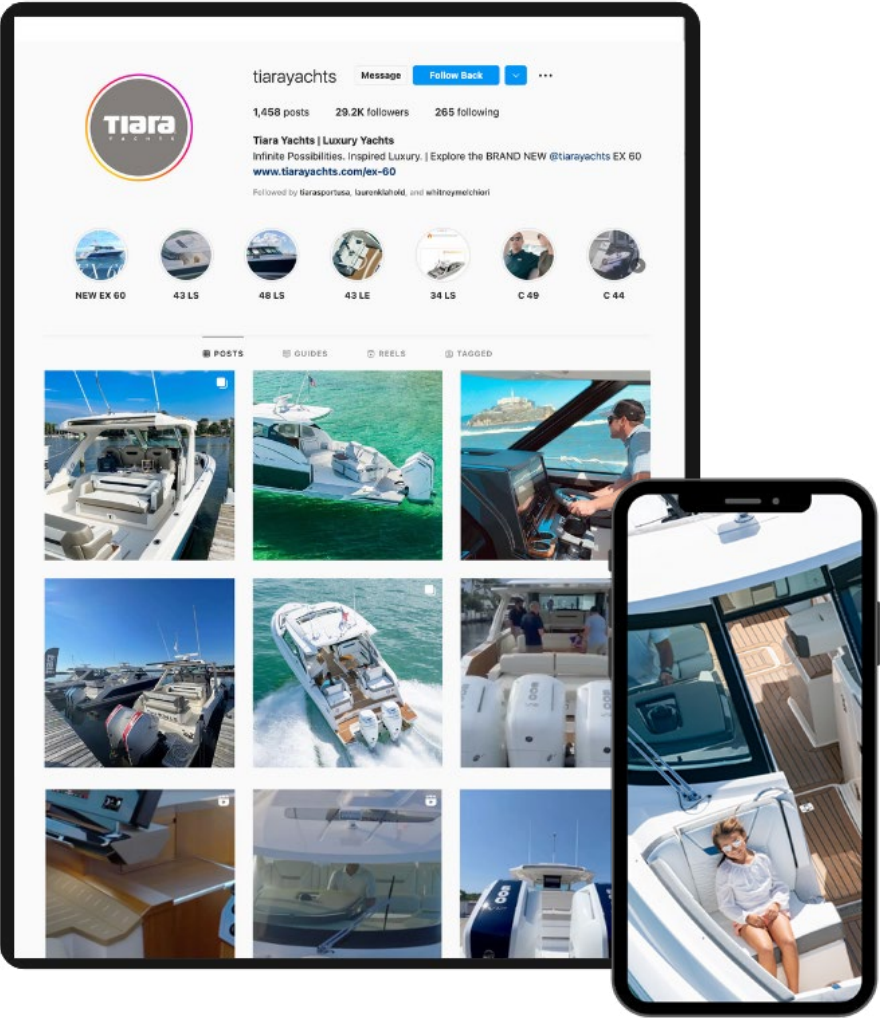
IMPRESSIONS 32,980,164

ENGAGEMENT 1,104,970

FAN ENGAGEMENT RATE 881.61"

REACH ENGAGEMENT RATE 3.65"







# INSTAGRAM

254

POSTS

88.89K

LIKES RECEIVED

1.3K

COMMENTS

946.83K

REELS VIEWS

12K

AVG PLAYS PER REEL

307.6K

AVERAGE LIKES RECEIVED

2,822

SAVES

551

INSTAGRAM STORIES

INSTAGRAM FOLLOWERS 29,980

---

GAINED FANS 4,105

---

REACH 1,884,501

---

AVERAGE REACH RATE PER POST 26.89%

---

IMPRESSIONS 3,178,512

---

AVERAGE IMPRESSIONS PER POST 8,190.8

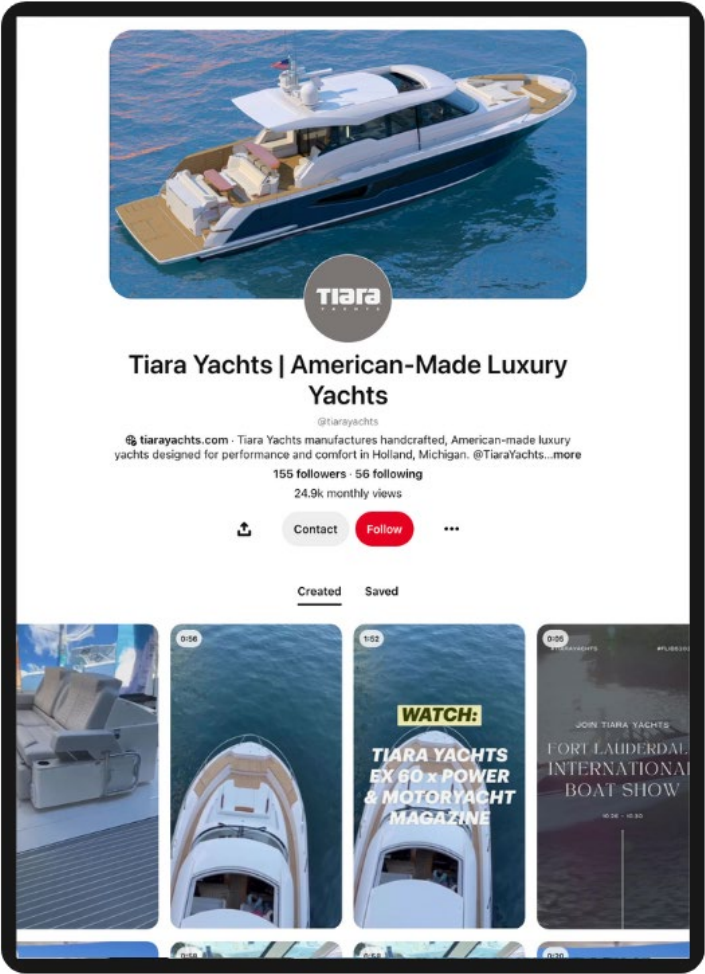
---

FAN ENGAGEMENT RATE PER POST 1.21%

---

REACH ENGAGEMENT RATE 4.3%

---



# PINTEREST

\*STARTED IN LATE AUGUST 2022

151

FOLLOWERS

30.96K

IMPRESSIONS

29.2K

MONTHLY VIEWS

12.59K

TOTAL AUDIENCE

617

ENGAGEMENTS

76

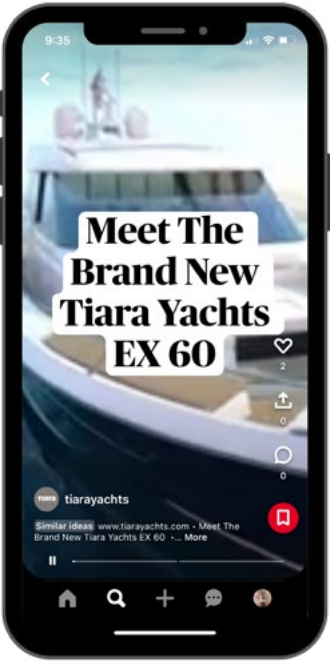
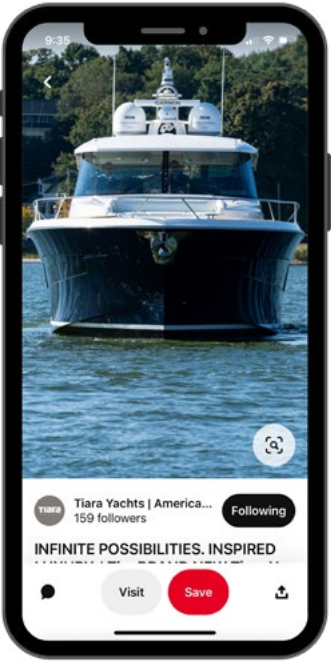
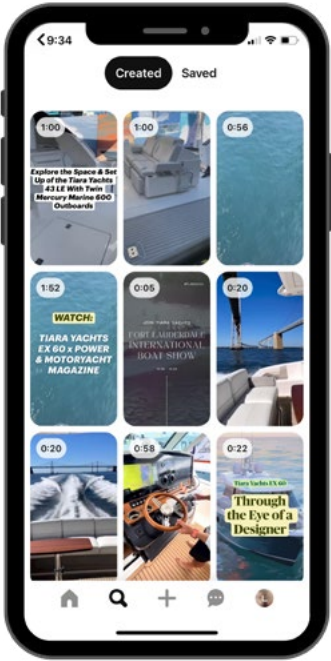
TOTAL NEW PINS CREATED

50

IDEA/VIDEO  
PINS CREATED

26

STANDARD PINS CREATED





## *CLIENT #2*

THEY HAS BEEN BUILDING-AWARD WINNING SPORT FISHING BOATS FOR OVER 70 YEARS. YACHT-CALIBER FIT AND FINISH, TIMELESS STYLING AND INNOVATIVE FEATURES. ITS OUTBOARD MODELS RANGE FROM 23-48 FEET. L. RAE DESIGN HAS BEEN WORKING WITH THEM SINCE 2012, BRINGING THEM ON AS A CLIENT FROM AUGUST 2016 - APRIL 2022.

## *CLIENT SERVICES*

FACEBOOK AND INSTAGRAM ACCOUNT AND AD MANAGEMENT, YOUTUBE, VIMEO, SOCIAL MEDIA CONSULTANT TO ALL NATIONAL AND INTERNATIONAL DEALERS.

## *CLIENT GOALS*

INCREASE BRAND AWARENESS, MANAGE BRAND REPUTATION, IMPROVE COMMUNITY ENGAGEMENT, INCREASE VIDEO VIEWS, DELIVER CUSTOMER SERVICE

OVERALL GROWTH

2016

13,291 → 77,381

FACEBOOK LIKES      FACEBOOK LIKES

2,040 → 50,071

INSTAGRAM FOLLOWERS      INSTAGRAM FOLLOWERS

6.8 MILLION

VIDEO VIEWS (FACEBOOK & INSTAGRAM)

FACEBOOK / Q4 2021

IMPRESSIONS	13M
REACH	12.4M
ENGAGEMENT RATE	3.14%

INSTAGRAM / Q4 2021

IMPRESSIONS	5.5M
REACH	3.2M
ENGAGEMENT RATE	3.54%



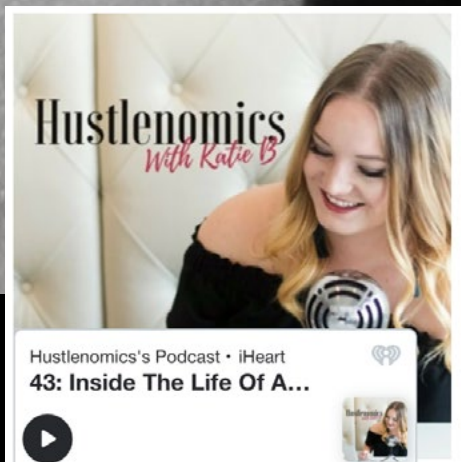
L. RAE DESIGN

# NOTEWORTHY RESULTS





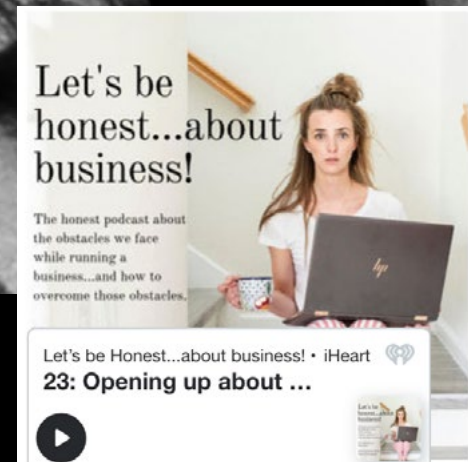
## RECENT PODCAST APPEARANCES



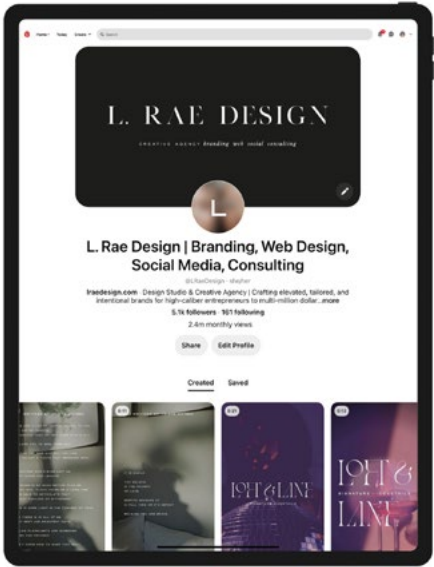
HUSTLENOMICS PODCAST,  
EPISODE 43



COLLEEN STARK,  
BRAND CAMP EPISODE  
COMING SOON



LET'S BE HONEST PODCAST,  
EPISODE 23



RECENTLY DESIGNED PINS BY LAUREN



ONE OF OUR 2021-2022 GOALS WAS TO FOCUS OUR SOCIAL MEDIA EFFORTS ON PINTEREST AND L. RAE DESIGN PAGE GROWTH. STARTING JANUARY 2021, WE HAD 200+ FOLLOWERS, 5.3K VIEWS, 182.3K IMPRESSIONS, 152.6K TOTAL AUDIENCE.

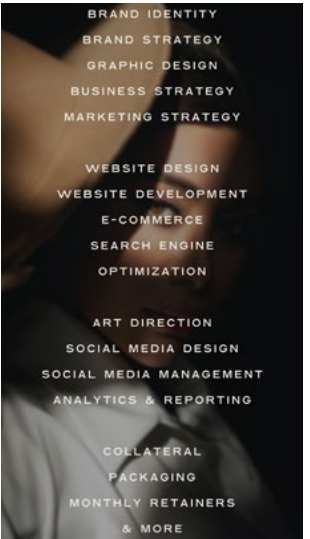
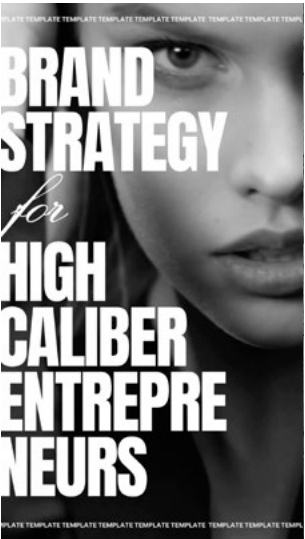
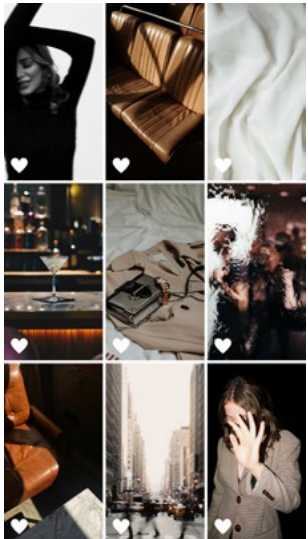
5.1K  
FOLLOWERS

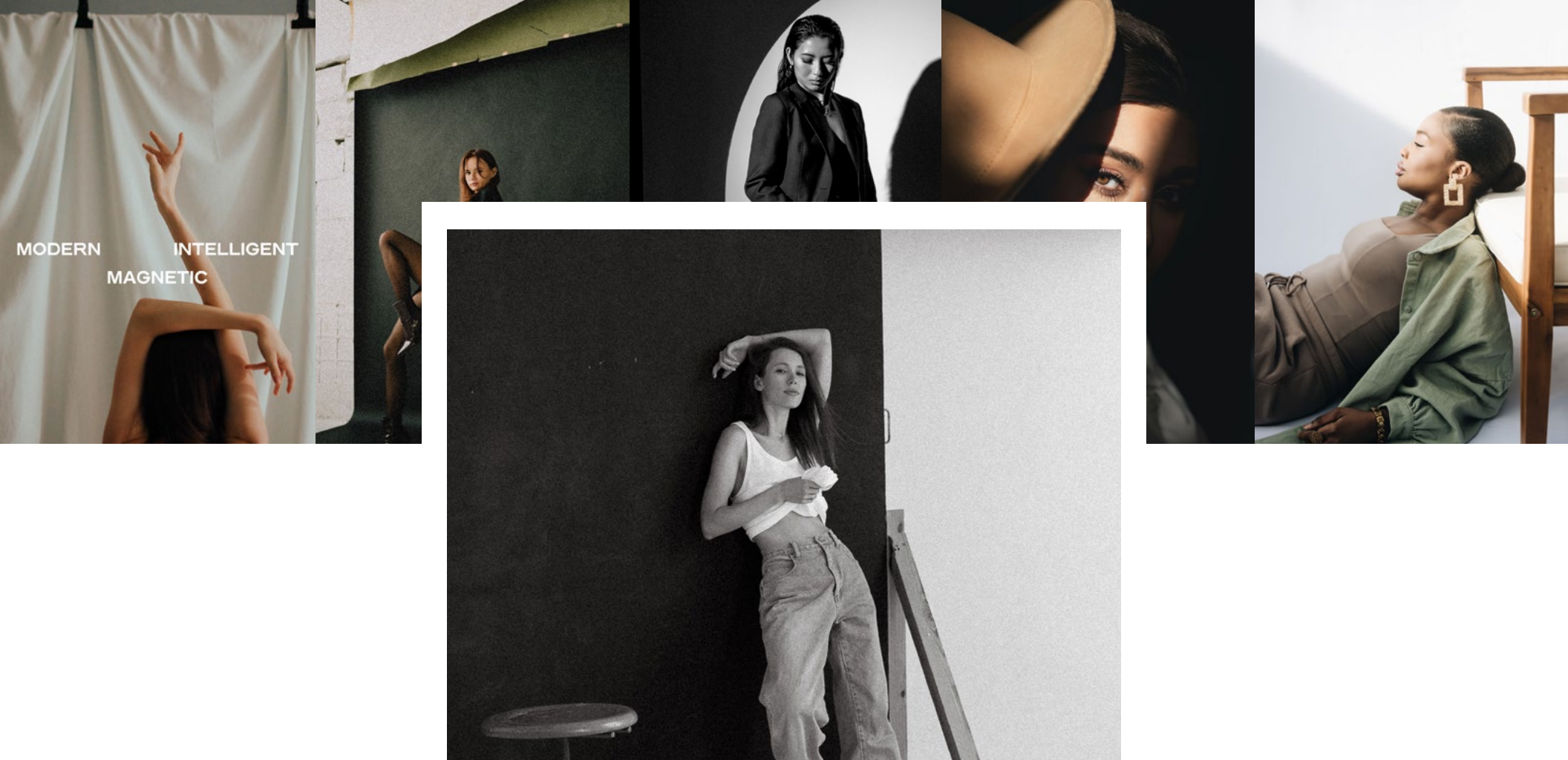
(2450% INCREASE IN 10 MONTHS)

2.8-3.3M  
MONTHLY VIEWS

19.63M  
MONTHLY IMPRESSIONS

8.3M  
TOTAL AUDIENCE





WE PRIDE OURSELVES ON BEING:

*CREATIVE  
'OUT OF THE BOX'  
THINKERS*

*ORGANIZED  
SELF-STARTERS*

*STRATEGY-DRIVEN  
PROBLEM SOLVERS*



L . R A E D E S I G N

# GET IN TOUCH

## GENERAL

### INQUIRIES

[INFO@LRAEDSIGN.COM](mailto:info@lraedesign.com)

---

## LAUREN KLAHOLD

[LAUREN@LRAEDSIGN.COM](mailto:lauren@lraedesign.com)

717.572.7758

---

## SOCIAL

Social

INSTAGRAM: @LRAEDSIGN

PINTEREST: /LRAEDSIGN

TIKTOK: @LRAEDSIGN

FACEBOOK: @LRAEDSIGN

FOR ANYTHING ELSE,  
PLEASE CONTACT US ON  
[INFO @LRAEDSIGN.COM](mailto:info@lraedesign.com)

[WWW.LRAEDSIGN.COM](http://www.lraedesign.com)