

Lonely Ghost



Client Overview

Lonely Ghost a popular streetwear brand founded in 2019 that celebrates loneliness through its sweatshirt products in a society that believes the emotion to be taboo. Created as an online domain but is developing into a national success with its pop-up store *Ghost Grocery* located in Provo, Utah. The second pop up will soon be in New York City for fashion week. Launching the brand's fall collection *Ghostly Garments*. Which features repurposed and vintage items at an affordable price. Co-founded by Influencer, Indy Blue which truly gave it a leg up in mainstream media.

The company's mission is to embrace loneliness and connect people through that emotion by becoming lonely together or if they prefer, alone. Building a community on embracing the normal human emotion. Launching right before covid usurpingly helped this company to an extreme by rocketing them as a mental health ambassador. With each new collection *Lonely Ghost* premieres, they have a partner and create a sub theme to support their ultimate cause.

Lonely Ghost is unaware they are currently my client for this project. I have been following Indy Blue for a long time which is how I came to know the brand and what sparked my inspiration.

Client Strengths:

Reaching consumers through social media. Hitting/starting trends with each collection drop.

Competition/threats:

Fast fashion and other popular streetwear brands like *Supreme*, *A Bathing Ape*, *Braindead*, *Golf Wang*, & etc.

Problem:

Currently *Lonely Ghost* does a great job of reaching their target audience however they have a hard time of connecting to said audience. Their website looks aesthetically appealing but is not practical, user friendly, or accessible. Fixing this eCommerce domain is my main priority. Right now, they have a system on their website called the *Lonely Ghost Club* where you can join and get alerts about drops. However, the drop notifications never come out on time and are mostly inaccurate. Especially on *Instagram* which is where most of their social media marketing/advertising occurs.

Solution:

My communication plan will be surrounded around a multimedia project for the business. My main goal is to improve the company by connecting them more with their consumers. This will increase the company's network and give them earned media. I intend on doing this by revamping their website and creating better ways for the consumer to connect with my client.

This will include:

- Fixing their *Lonely Ghost Club* notifications/alerts.
- Creating a *Lonely Ghost Club* on social media platforms in addition to the brand name exclusive for drop alerts and new/past collection details. This will spark more of an interactive community within the company mostly run on earned media.
- Revamping their website to make it more user friendly-will include a review portion/fit inspiration on different ways to wear the products/style them.
- Increasing their presence on *Tik Tok* to connect more with Gen Z their target audience.
- Trend forecasting what some sub-themes would be for possible collections.

Audience Description

The target audience for *Lonely Ghost* is Gen Z; classified as those in-between the ages of 10-25 currently. The brand is unisex and does a good job of catering to both men and women in that age range. With a generation this young they haven't had a lot of time to gain any socio-economic status. Which is why the brand counter acts this by having drops of their newest collections so their target audience can save up for said drop. The DTC brand doesn't deal with middlemen (retail stores) and can directly influence the consumers who will be purchasing their product. Influencing them mainly through the social media platform *Instagram*. In the world of fast fashion *Lonely Ghost* stands out by being sustainable, trendy, and socially aware. Consumers look for a brand that holds their same ethical and empathetic values. Which rings true to most of Gen z and the big following *Lonely Ghost* already has.

Considering the demographics listed above, I plan on trend forecasting what their next drop's sub-themes will be for fall 2022. My current campaign will be focused on their next collection drop featuring a futuristic- sci-fi sub-theme. I believe this to be a perfect sub-theme for my project and the newest collection drop because Halloween is right around the corner.

System Requirements

For this project I am assuming most users will have access to technology. Whether the consumer uses a computer or phone they should be able to access and view the site. For this project I will assume the consumers will be using Apple/ Mac products.

- They will need the basic operating system used on most Apple products called, 'Mac OS X' or 'Mac OS.' This will serve to fix any hardware or software issues.
- At least 8 GB of RAM to temporarily hold the site on the consumers browser.

Design

The design of both projects will not be vastly different. The print project is a poster that represents how consumers will know about the sub-theme collection. The poster will have a futuristic and sci-fi theme including images, fonts, and colors that correspond with that

perspective. This will be shared as a digital poster on all social media platforms. The website revamp will include a tech/ futuristic feel (not so much sci-fi). With the addition of a review page and connectivity through a more user-friendly site. My current campaign will be towards their next collection drop featuring a futuristic- sci-fi sub-theme. The color theme I am thinking for the site includes a mainly grayscale approach with some bright colors of green, pink, baby blue, gold, bronze, and silver.

<u>Image name:</u>	<u>Collected from:</u>	<u>Image content:</u>
TBD	Lonely Ghost	TBD
TBD	Lonely Ghost	TBD

<u>Typeface name:</u>	<u>Font characteristics:</u>	<u>Used for:</u>	<u>Example:</u>
Planet Kosmos	TBD	Titles	TBD
Mokoto Glitch	TBD	Titles	TBD

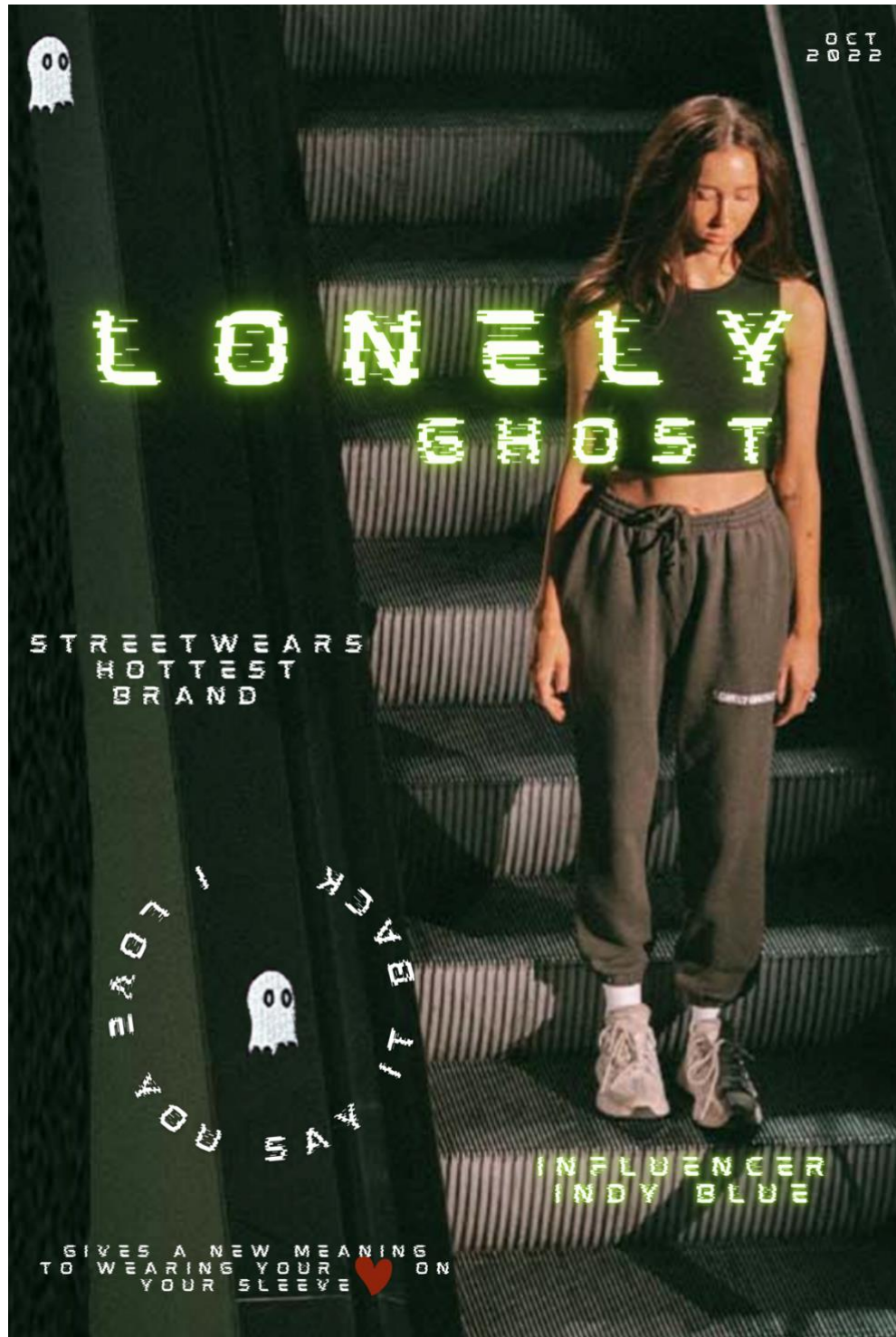
Print project:

I plan on doing a poster for my print project. This poster will launch the brands futuristic- sci-fi sub theme on October 1st in time for Halloween. I plan on sharing this poster on all online platforms making it digitalized. I included down below a storyboard but also a draft of said print poster to paint a holistic picture.

Lonely Ghost

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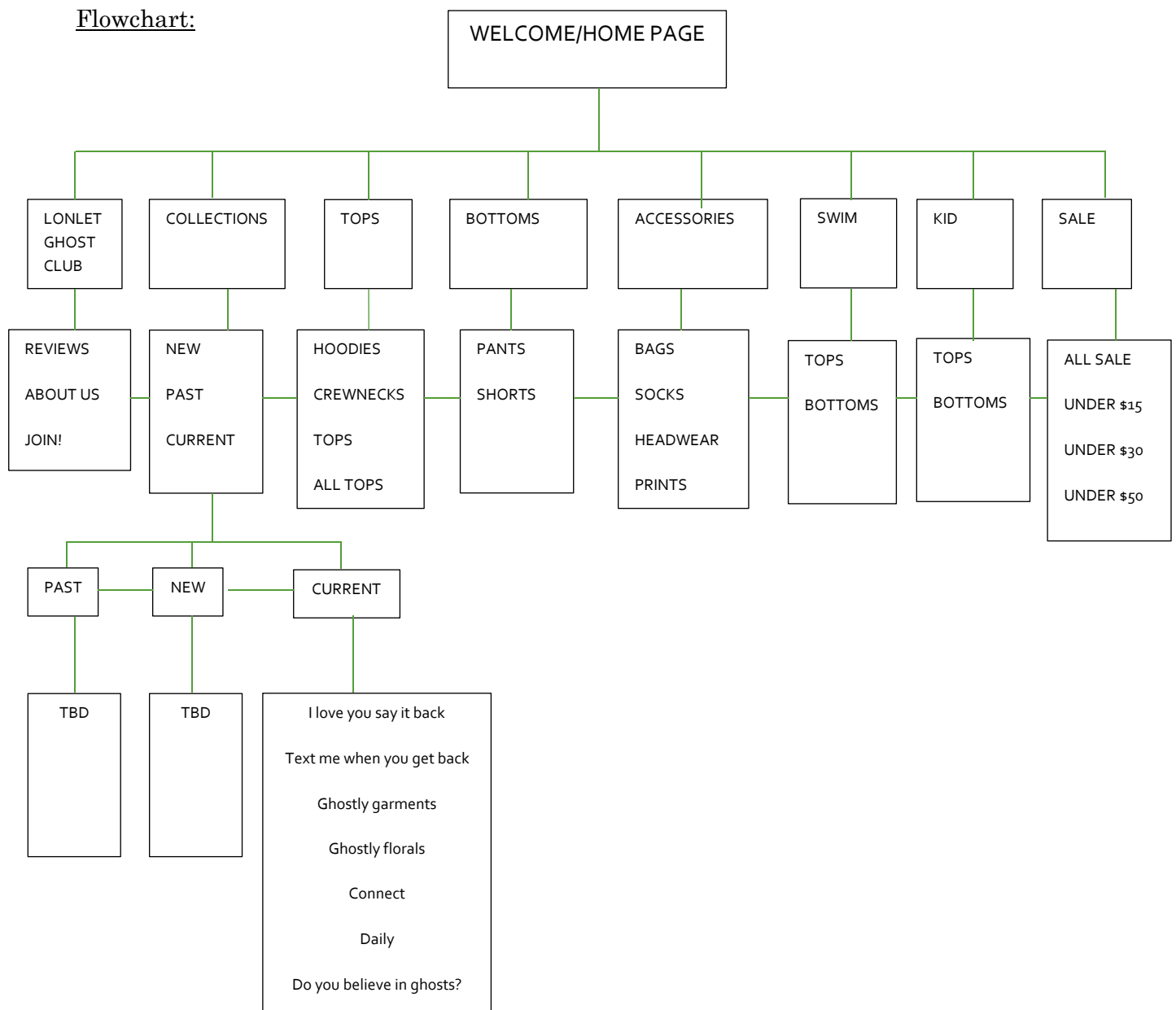


Print project: poster example.

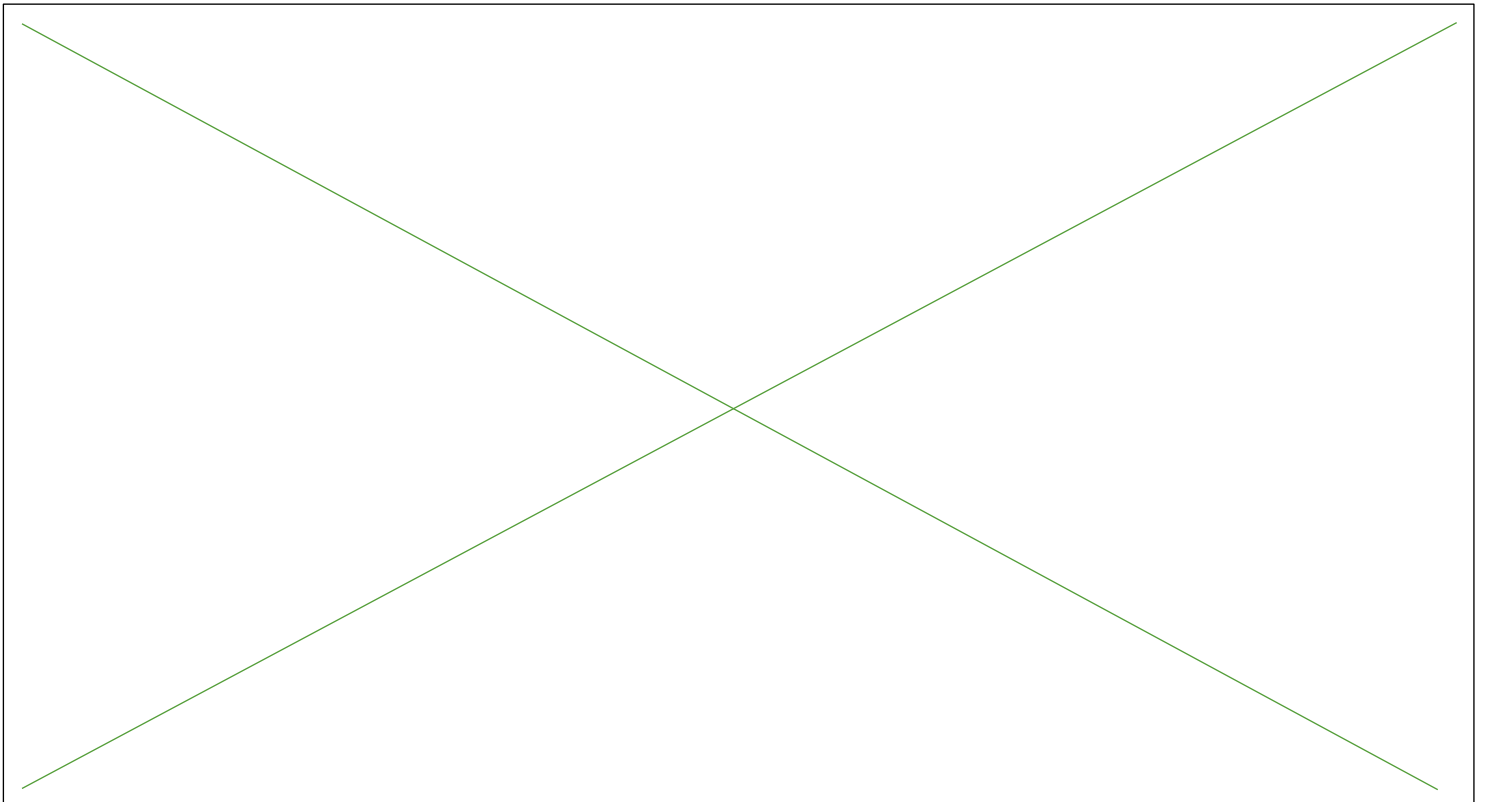
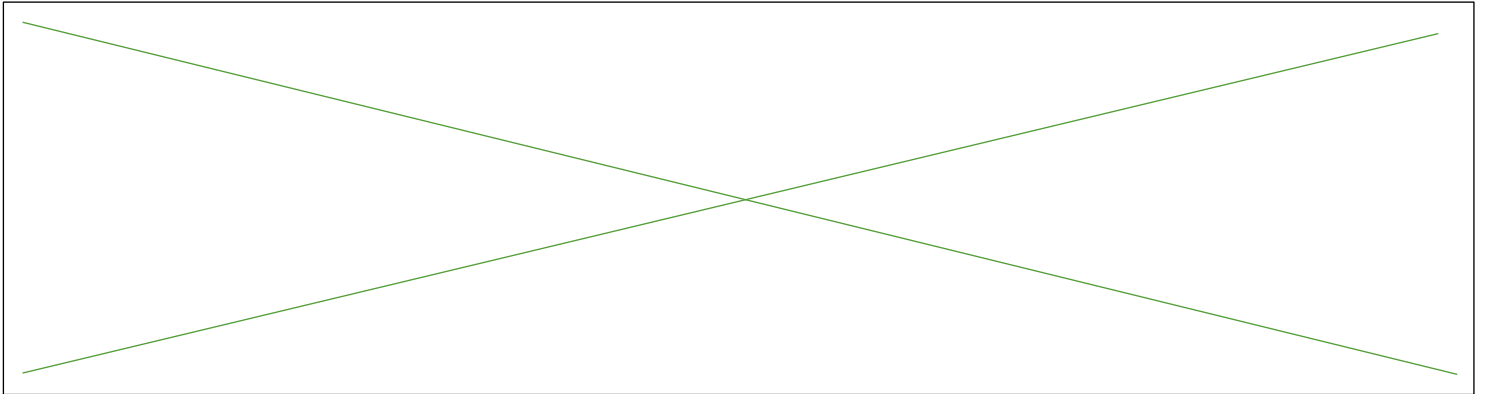
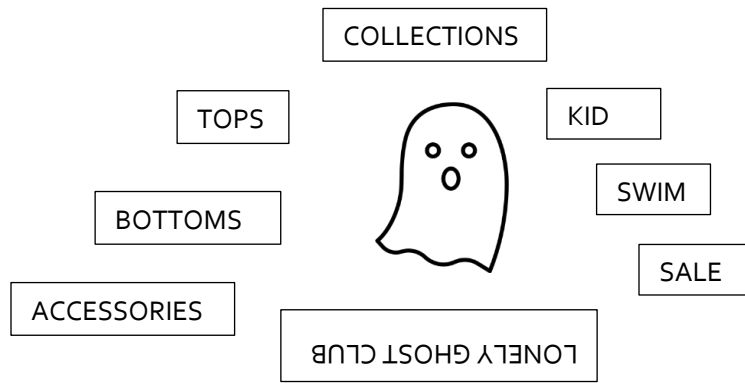
Website Project:

The site will feature the poster in digitalized form. The website will have the welcome page featuring the brands logo/symbol the ghost as the navigation home icon. With the brands catchphrase 'I love you say it back' as the main theme for the website itself. I plan on revamping the site to be cohesive and overall, one theme: futuristic for the sake of this project. The collection/ new drop page on the site will include my digitalized poster. This enhances the communication of the brand by making it more accessible and align with the message of mental health. Images are TBD. Each text on the website will be a hyperlink taking them to another page.

Flowchart:

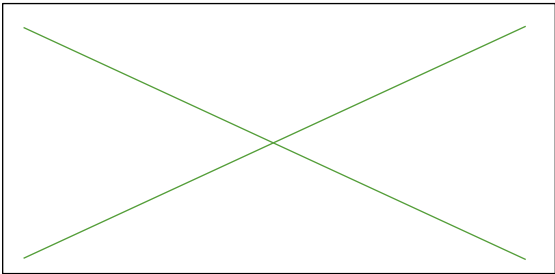


Storyboards:

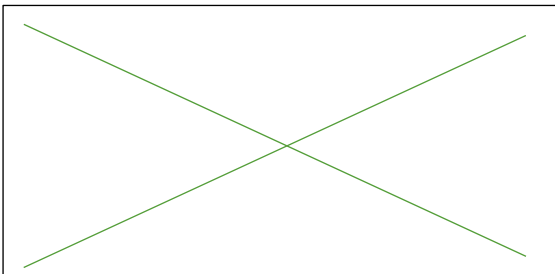


LONELY GHOST CLUB

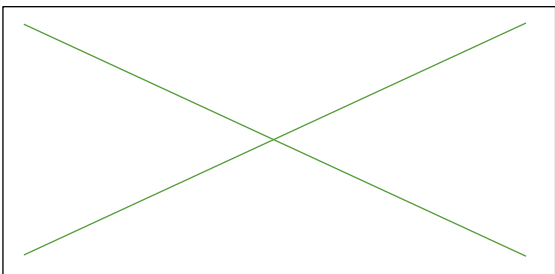
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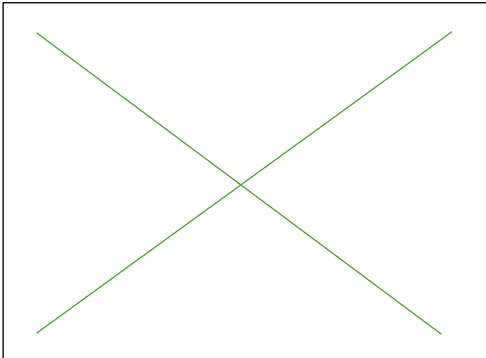


Image description: TBD

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JOIN THE CLUB TODAY!!!!

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CURRENT COLLECTIONS

I LOVE YOU SAY IT BACK

TEXT ME WHEN YOU GET BACK

GHOSTLY GARMENTS

GHOSTLY FLORALS

CONNECT

DAILY

DO YOU BELIVE IN GHOSTS?

Planning

I plan on producing an entire campaign for the new collection drop happening in October 2022. The sub-theme is futuristic/sci-fi. I then will finalize the print project and revamp the website. Creating a more interactive community for consumers. By fixing the notifications/alerts and making an entire Lonely Ghost club page for interaction. I will also increase the brands social media presence by going on more platforms like Instagram and creating an entirely separate Insta account called Lonely Ghost Club.

Production Schedule

Task Name:	Duration (hours):	Start date:	End date:	Notes
<i>Design documents</i>	2	Sep 26	Sep 26	
<i>Create website</i>	3	Sep 24	Sep 24	
<i>Finalize website</i>	1	Sep 28	Sep 28	
<i>Finalize Print Project</i>	1	Sep 23	Sep 23	
<i>Find images</i>	3	Sep 25	Sep 25	
<i>Curate content</i>	2	Sep 28	Sep 28	
<i>Launch final draft</i>	2	Oct 1	Oct 1	

Job Descriptions

Creative Director:

For this project I would be the creative director leading the creative team and our project. In this scenario we were asked to present a campaign for the new collection sub-theme which is futuristic/ sci-fi in time for Halloween. I will assist in the advertisements through social media, website revamping, PR events, and future product collections.

Head Photographer:

David Bates a highly esteemed creative photographer would be on my team. He will oversee delegating tasks to other creative members on his own team/ photographers for the creation of the final product.

Head Graphic Designer:

On my team I will have a graphic designer coming up with new design ideas for merch, delegating tasks to other members on her team, and overall perfecting the final design for launch.

Job Announcements

Graphic Designer Needed!!!

- Excellent knowledge of adobe software.
- Design skills required.
- Associates degree required.
- No equipment necessary.
- Able to work on a team.
- Send portfolio, recommendations, and resume to lonely-ghosthiringteam@gmail.com

Photographer Needed!!!

- Portrait and studio knowledge required.
- Photography skills needed.
- Associates degree required.
- No equipment necessary.
- Able to work on a team.
- Send portfolio, recommendations, and resume to lonely-ghosthiringteam@gmail.com

Computer Engineer Needed!!!

- Computer knowledge required.
- Able to design, build, and test hardware components.
- Bachelor's degree required.
- No equipment necessary.
- Able to work on a team.
- Send portfolio, recommendations, and resume to lonely-ghosthiringteam@gmail.com