



# Multi-Channel Advertising Campaign

**Fresh Fare Farms**





# Agenda

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**Brand Representation**

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**Campaign Objectives and Goals**

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**Consistency**

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**Target Audience**

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**Adaption**

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**Choice of Design and Visual Elements**

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**Attributions**

# Brand Representation

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# Brand Representation



## Each design will...

- represent your brand
- represent your audience
- speak to your audience needs
- depict busy college students and young working professionals
- depict diverse age groups (21-35)

# Campaign Objectives and Goals

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# Campaign Objectives and Goals



With our multi-channel advertising campaign our agency will employ a series of ads across a diverse demographic audience



We will promote home-delivery service  
Fight Hunger Insecurity  
Local. Sustainable. Fresh.



Encourage new business  
Retain current business

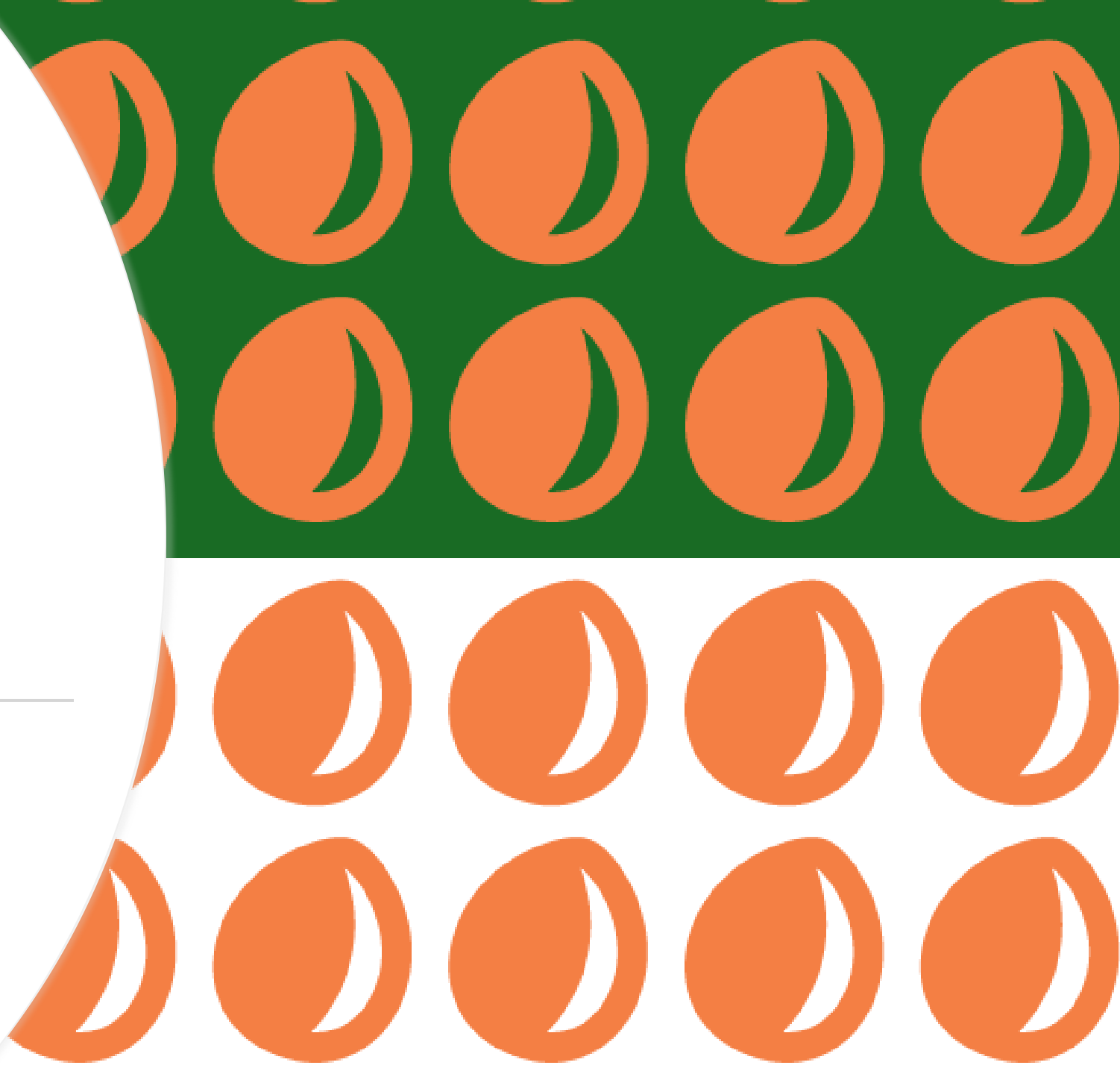


Overall attract a large diverse audience

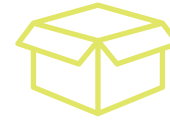


# Consistency

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# Consistency



**Local. Sustainable. FRESH**



Sign up during the Hunger Action Month and we'll donate a box of Fresh Fare Farms produce to a food bank in your community!

[www.FreshFareFarms.meals/signup](http://www.FreshFareFarms.meals/signup)

Take the guesswork out of meal prep and benefit your community in multiple ways! Fresh Fare Farms sources your meals from local farms in your area, which boosts your local economy, reduces food miles, and is better for the environment AND your family. Our farm partners use sustainable practices to provide meals that make the health of your family and the environment their top priority.



**Local. Sustainable. Fresh**

Sign up during Hunger Action Month and Help fight food insecurity in your area!

[www.FreshFareFarms.meals/signup](http://www.FreshFareFarms.meals/signup)



**Local. Sustainable. Fresh**

Sign up during Hunger Action Month to provide meals to your community!

[www.FreshFareFarms.meals/signup](http://www.FreshFareFarms.meals/signup)



**Local. Sustainable. Fresh.**

[www.FreshFareFarms.meals/signup](http://www.FreshFareFarms.meals/signup)

...and help fight food insecurity in your area!



**Local. Sustainable. Fresh.**

Take the guesswork out of meal prep...

[www.FreshFareFarms.meals/signup](http://www.FreshFareFarms.meals/signup)



Magazine Ad



Social Carousel  
Media



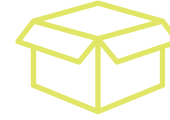
Digital Banner  
Ad

# Target Audience

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# Target Audience



**Our designs will speak to your target audience and ensure that Fresh Fare Farms can meet their specific needs when they become a customer.**

- Magazine advertisements will advertise Signing up during Hunger Action Month
- Create an account with social media carousel ad –*Call to action*
- Digital Advertisement will advertise home-delivery and help fight hunger.

ON AIR

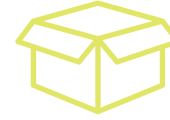


# Adaption

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# Adaption



**The advantages for using a multi-channel approach, is the target audience will see your brand when they need it.**



**Design compromises we had to make were, creating messages that accommodate each medium's limits.**



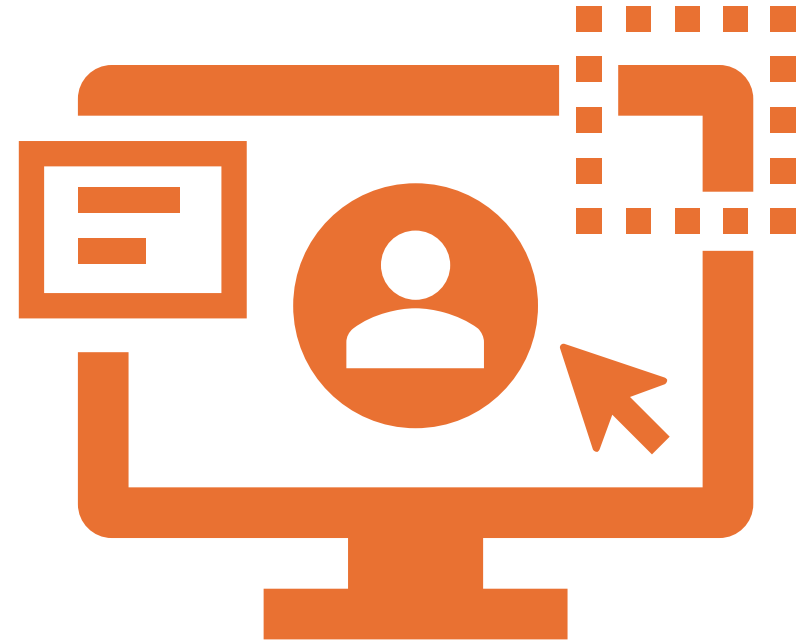
**Our ability to communicate effectively in each medium will leave a lasting impact on your audience.**



**Effectively communicating involves not only delivering a message but also resonating with the experiences, values, and emotions of your customer.**

# Choice of Design and Visual Elements

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# Choice of Design and Visual Elements



## Design and visual elements were chosen on...

- what demographic audiences like to see
- what the target market needs are
- the brand's tone of voice is
- What colors attract this target audience
- What diverse age groups need to see (21-35)

# Attributions

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Two friends cooking together in the kitchen. licensed under Freepik's free license. Date used 3/9/2024

Medium shot volunteers with food donations. licensed under Freepik's free license. Date used 3/7/2024

Fresh organic vegetables on white wooden boards background, top view. Healthy food concept. licensed under Freepik's free license. Date used 3/7/2024

Supermarket banner concept with ingredients. licensed under Freepik's free license. Date used 3/19/2024

Ui Ux with solid fill. Microsoft 365 Stock Images. Royalty-Free. Date used 3/16/2024

Blank white billboard in the sky wallpaper. Microsoft 365 Stock Images. Royalty-Free. Date used 3/16/2024

Hashtag and @ notification icons. Microsoft 365 Stock Images. Royalty-Free. Date used 3/16/2024

On air sign with the light on. Microsoft 365 Stock Images. Royalty-Free. Date used 3/16/2024

Bullseye with solid fill. Microsoft 365 Stock Images. Royalty-Free. Date used 3/16/2024

# Thank you

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- Lisa Gaydos
- 502-555-0152
- [l.gaydos@firstupconsultants.com](mailto:l.gaydos@firstupconsultants.com)
- [www.firstupconsultants.com](http://www.firstupconsultants.com)