





TABLE OF CONTENTS

- 1. Welcome**
- 2. Site Plan**
- 3. Branding**
- 4. Mood Board**
- 5. Persona 1**
- 6. Persona 2**
- 7. Hi-Fidelity WireFrame**
- 8. Web Ad 1**
- 9. Web Ad 2**
- 10. Web Ad 3**
- 11. Web Ad 4**
- 12. Prototype**
- 13. Future Recommendations**



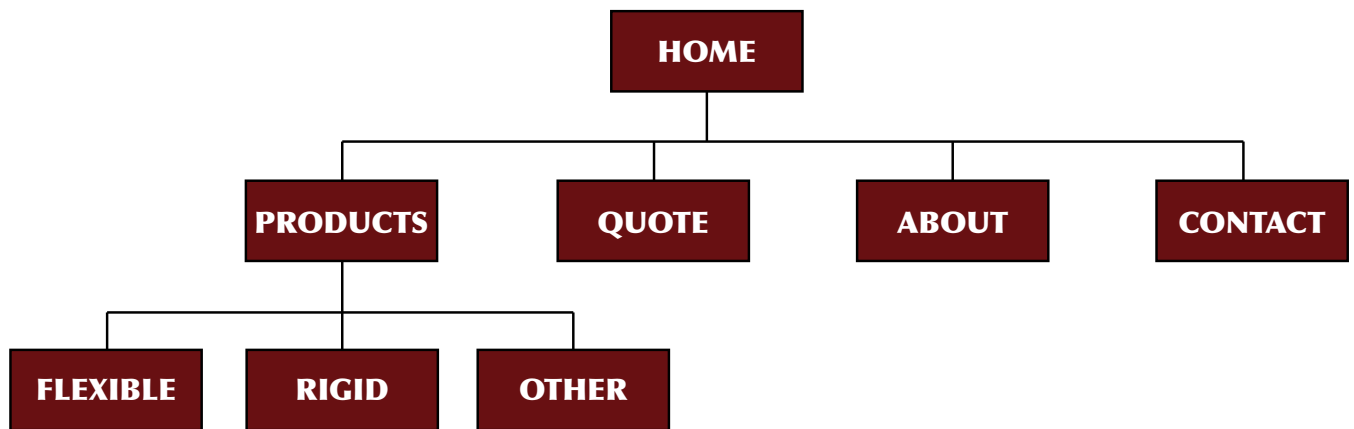
WELCOME

Welcome Employees of Street and Virtue. We are planning too launch your company into the future! Your new marketing and advertizing campain that we have created for you will help you do just that!

The new Street and Virtue Marketing Plan includes: a Site Plan, Branding, a Mood Board, Personas, a Hi-Fidelity WireFrame, a Prototype, Web ADS and Future Recomendations.



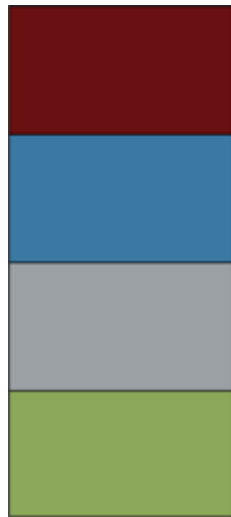
SITE PLAN





BRANDING

PALLETTE



HEADER OPTIMA EXTRA BLACK
ABCDEFGHIJKLMN OP
abcdefghijklmnop

SUBHEAD SOURCE SANS PRO BOLD
ABCDEFGHIJKLMN OP
abcdefghijklmnop

BODY SOURCE SANS PRO
ABCDEFGHIJKLMN OP
abcdefghijklmnop





Technology

Internet



Software



Mobile Apps



Social Media and Networking



Goals

- To emphasize the creation of a diverse supply chain.
- To embrace diversity to increase profitability.
- To spend more time traveling.

Markets

Grocery Stores



Restaurant



Food Processing



Bio

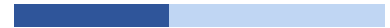
Tina is a 32 year old Supplier Diversity Coordinator currently living in Ohio. Tina has incredible communication skills. She is empathetic and works for the greater good of all people. In her free time she enjoys quiet dinners with her friends and family. Traveling is one of the loves of her life.

Purchases From:

- Minority Owned Businesses
- Women Owned Businesses
- LGBT Owned Businesses
- Disabled Veteran Owned Businesses

Motivations

Price



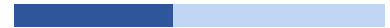
Quality



Customer Service



Turnaround Time



Variety



Tina Johnson

Supplier Diversity Coordinator

Age 32

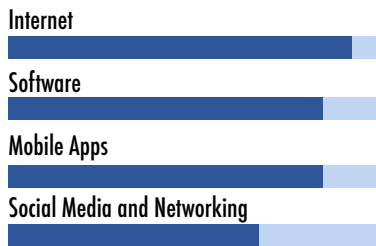
Status Single

Location Ohio

Archetype The Nurturer



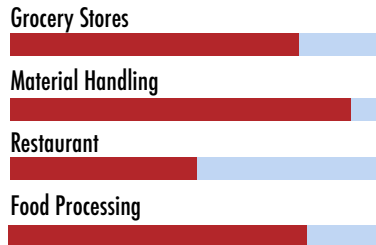
Technology



Goals

- To have more time to spend with his family.
- To complete the job quickly and efficiently.
- To improve the quality of his work.

Markets



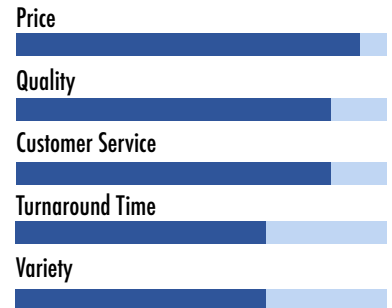
Bio

Tom is a 35 year old architect currently living in New Hampshire. Tom has an impeccable eye for design. He pays incredible attention to detail. His favorite sport is golfing with his friends. During Tom's free time he enjoys spending time with his wife, three children and thier golden retriever Dolly.

Purchasing For:

- New Store
- New Plant
- Expansion
- Re-Model

Motivations



Tom Miller

Lead Architect

Age 35
Status Married with Children
Location New Hampshire
Archetype The Planner



HI-FIDELITY WIREFRAME

<https://xd.adobe.com/view/d87e111d-d278-4bee-8401-95fa5880c055/>



200px x 200px AD

**This AD will be used on Facebook and Pinterest.
It could possibly go viral.**



250px x 250px AD

This AD will be used on WikiHow
and Google



300px x 250px AD

**This AD will be placed on the
Street and Virtue Blog and Facebook**



300px x 100px AD

This AD will be placed on Facebook and Design Guide



PROTOTYPE

<https://xd.adobe.com/view/727dbaba-2927-41ab-8803-25ccea8ff084/>



FUTURE RECOMENDATIONS

In the future I would recommend that Street and Virtue expand it's social Media presence.

Social Media will drive more consumers to our business. So I would recommend a Street and Virtue Blog, postings on Twitter, pinning our ADs and info too Pinterest and creating a YouTube Video of our Employees and Doors.

Secondly I would recommend that we focus on our Web Advertising to drive users too our site.