

Global Daughter

fair trade || fair aid

Social Change Campaign



Overview:

To design a campaign that promotes an awareness of Global Daughter and the products they sell in their online boutique. This business gives women in third world countries the means to help themselves financially through an online global fair trade market. This business is innovative of the future and puts forth an ethics model that more businesses worldwide should follow. Starting small and helping those willing to get the tools and supplies they need, will create business leaders of tomorrow. I will help them achieve these goals.

Direction:

The design will be taken from their logo and web site. I will take existing colors from their logo, Forest Green, Maroon, Pale Rose, and Grey.

Desired Outcome:

To bring consumers in the U.S. to the e-commerce web site to learn how fair trade affects women in third world countries and how they can help by consuming responsibly. Additionally, they can learn how to become involved by hosting a Global Daughter party.

Global Daughter:

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Designer:

Jennifer Perry
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Target Market:

Men and Women age 18 to 35 in the Seattle and surrounding areas.

Campaign Components:

A black and white press release to promote Global Daughter. This will be faxed and emailed to local newspapers and magazines.

A color 2.25" x 3" magazine ad to submit to Bust Magazine.

A thank you tag tied by a nettle fiber string to the hand made give-away products at Global Daughter parties.

A t-shirt with their logo and artwork to sell for fundraising through their web site, or special events.

An online color button ad 160 x 80 pixels to submit to Bust magazine's web site
www.bust.com.