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Research and Process, Class 1

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Brand Statement / Objective

Inked Circle is a brand that redesigns acclaimed album covers with a graphic illustrative flare, and also showcases record designs for conceptual music groups or artists.

Project Background

This brand is a growing album cover design company that is revitalizing old and modern record covers in various genres of music. The Inked Circle strives to represent some of the most well known music groups and artists of all time, while also creating album cover designs for original music platforms.

Target Audience

Males and Females of all ages that share desired tastes in music of all genres. The goal is to reach out to all age groups of music to show the versatility of the company and stay authentic at the same time. Interests in revamping old album designs and possibly creating concept art for new musical groups or genres of music

Advertising Objective

Illustrative Campaign to show wide range and variety of designer products to the target audience.

Consumer Message

Album Covers that provide an out of the box visual representation of their favorite music genres.

Mandatory Elements

Pricing, Boxing Methods, Logo, Website, Company

Advertising Tone

Illustrative, Detailed, Balanced, Versatile, Imaginative

Advertising Medium

Music Magazines, Store chains, and social media platforms.

Key Consumer Benefit

Provides a wide variety of artistic album covers that are aesthetically pleasing and can also serve as a strong piece for decoration.

