# Company Brief: BackDroppz Selfie Spot

**NAP:**

BackDroppz Selfie Spot

559 Freedom Way

Midway Park, NC 28544

Phone: (910) 353-4434

Email: [backdroppznc@gmail.com](mailto:backdroppznc@gmail.com)

Website: backdroppznc.com

Social Media:

Instagram: Instagram.com/backdroppznc

Facebook: Facebook.com/backdroppznc

Twitter: twitter.com/backdroppznc

Youtube: TBD

A collage of a person

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What it is: BackDroppz Selfie Spot is an interactive Instagram museum, AKA selfie museum. Customers take personal photography photos for posting to social media in front of a variety of scenic photographic back drops. Backdrops are fun, inspirational, interactive, trendy, and creative.

**Customer Profile:**

Gender/Age: Female 13-25 year old

Ideal customer types:

Military Wives

Teen Girls 13-21

Pregnant Women

**Likes/Dislikes**

**Social media:** TikTok, Intagram, Twitter

**Brands:**

Coach, Michael Kors, Luis Vuitton, Sephora, Ulta Beauty, Apple, Starbucks,

**Attitude:**

Strong, Authentic, Inspired, Creative, Beautiful, Boss-Babe, Independent, Caring, Loving, Nurturing, Trendy, Nostalgic

**Why would she visit?**

Promote the idea that life is grand and that she’s living her best life.

Self promotion: Social Media, professional headshots, vanity/narcissism

Life Events: Date Night, Engagement, Maternity Photos/ Gender Reveal photos, Bachelorette party, birthday party, Girls Night Out

School Events/Commemoration: Prom, Graduation/Rising, Senior in High School

**Company Vision/Mission:**

We are a fun, open, non-judgemental place for young women to express their self-image and promote body positivity.

# How do we intend to market the brand?

**Online Marketing.** Primary marketing will be via social media including Facebook, Instagram, Pinterest, and YouTube videos. Graphics should be scalable to common display sizes 19:6, 1:1, 1280X1920

**Collateral Material:**

We use a variety of collateral material including Business cards, 4X6 post cards, 4.5X9 inch Rack cards, Posters 24X36, X-Frame displays 24X72 inch. Tri-fold Brochures and A5 One-Sheets. 1.5 inch buttons

**Merchandising:**

We plan to create a variety of merchandise items graphic logo and logotype should be able to stand on their own and still convey the idea of what BackDroppz is.

# Branding Strategy

Keywords: TikTok, Instagram, Influencer, Boss-Babe, Salt Life, Easy Money, Fun,

Logo Examples of others in the industry.

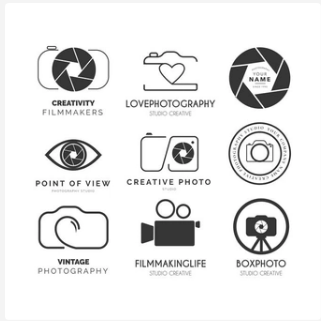
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Our logos should convey a sense of fun and excitement, they should be modern but timeless. They should appeal to a younger demographic. Though our ideal customer trends female our branding should have universal appeal.

Iconic:

Logo designs should give a head nod towards photography such as Candid and CLE Selfie Studio above. Color palette should be limited to 1-2 colors with the idea of creating a brand that can be printed on t-shirts, hoodies, and other merchandising. We would eventually like to have a custom Neon Sign made so the ability to have a strong outline that could be translated into neon would be desirable.



Colors: Color Profile Below is CMYK-8

Chart, treemap chart

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Fonts:

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Description automatically generatedA picture containing text

Description automatically generatedIdeal fonts would be Modern Looking with Classic Elements that appeal to trendy women. Examples include Balenciaga, Michael Kors,