

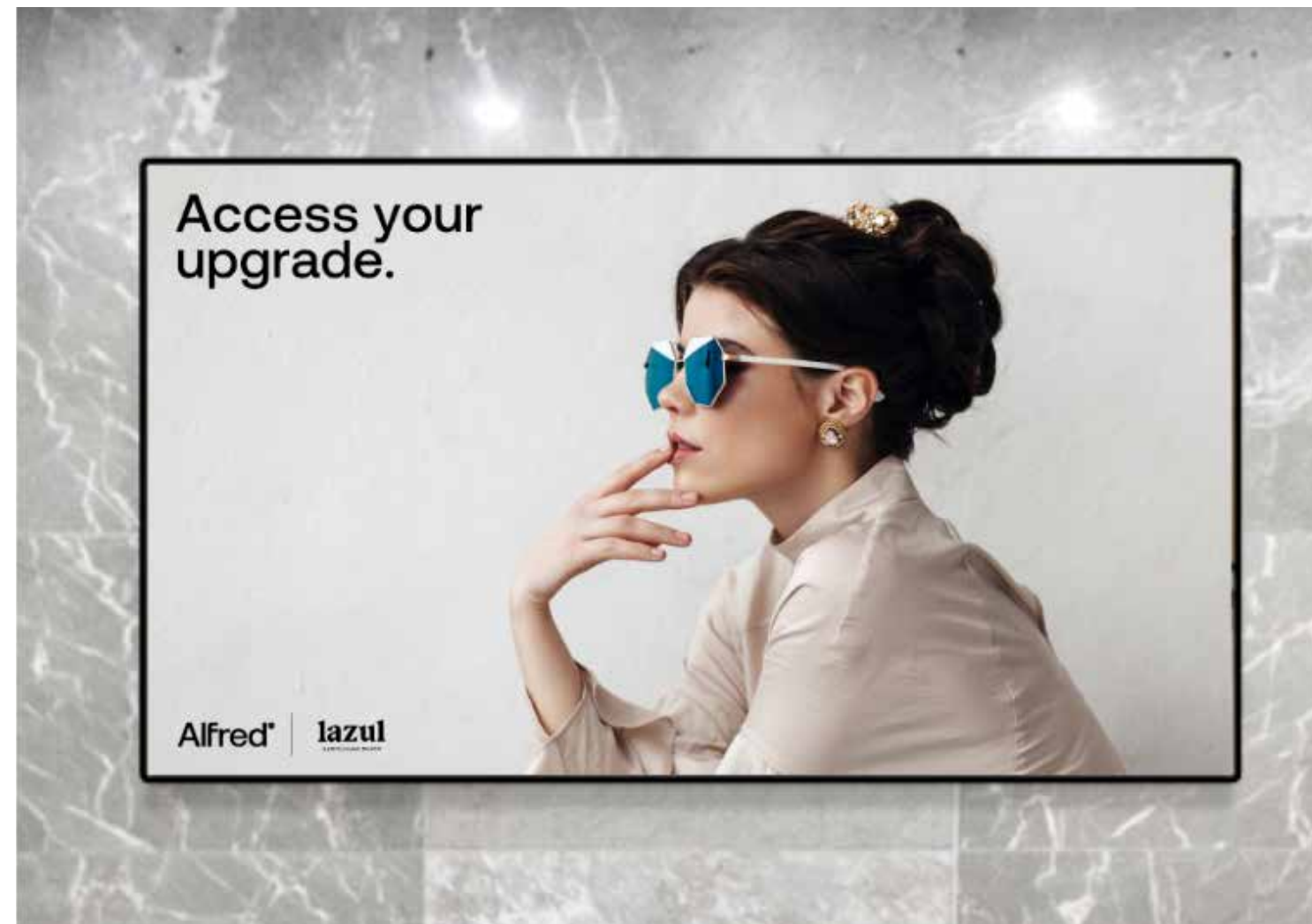
PROJECT 1

Circ Residences In-Building Signage

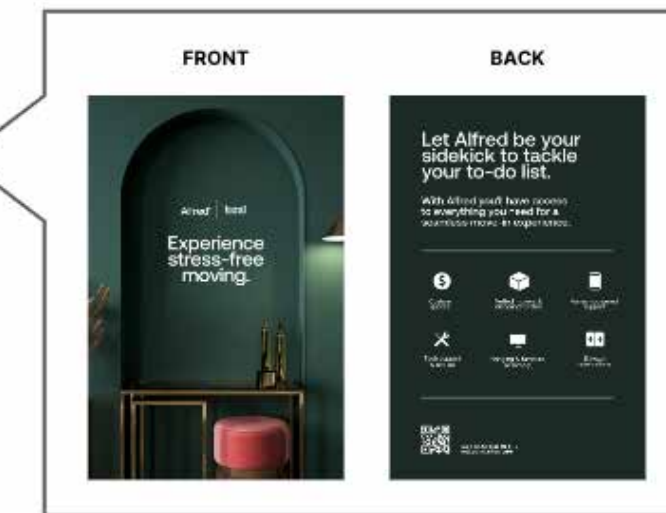
Role: strategy, copy, design

SOME CONTEXT

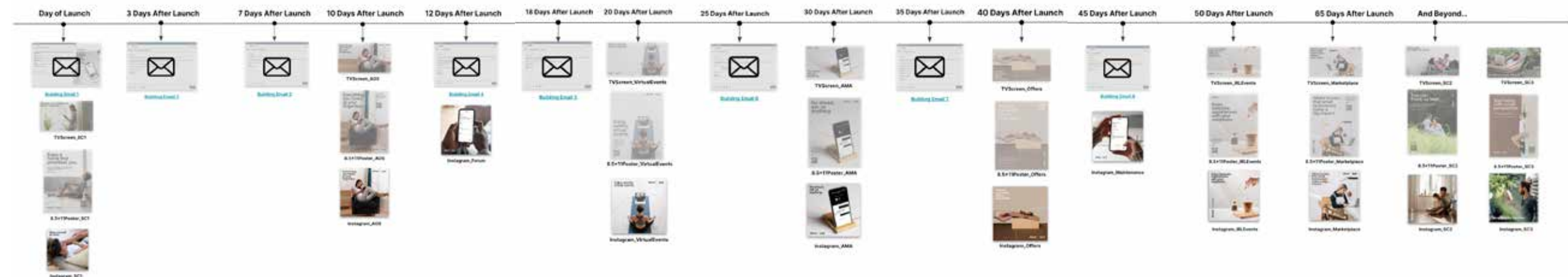
Alfred launches into new buildings with a kit of marketing collateral including digital screen displays, elevator print signage, leasing office takeaways, social posts, and emails.



Leasing office
4x6 Moving Info Option A



Common Area
4x6 Marketplace Info



THE ASK

“Goal: Allow residents to fully and quickly comprehend that there is a new app for their building.”

Version 1 | Direct - Show In-App Screens **Go Live: Thursday, June 2**

Screens to include:

- For You
- Home
- Building

Copy:

HL: Unlock your new lifestyle.

Body:

With Alfred as your sidekick, crushing your weekly to-do's is easier than ever.

Time to get out of your own way.

CTA: Download the app now

Include QR code

Version 2 | Less Direct - Lifestyle + App Screens Mix **Go Live: Thursday, June 2**

Screen to include: Home Clean Service

Copy:

HL: Alfred has arrived

CTA: Download the app now

Include QR code

CONSIDERATIONS

- Education portion of the marketing funnel
- Needs to give residents basic insight into what Alfred is and why they should care
 - 1 building (test)
 - Next-day turnaround

PROCESS

1. Collect references
2. Pull together new educational copy
3. Design layout
4. Source imagery (stock)
5. Create phone mockups
6. Finalize designs

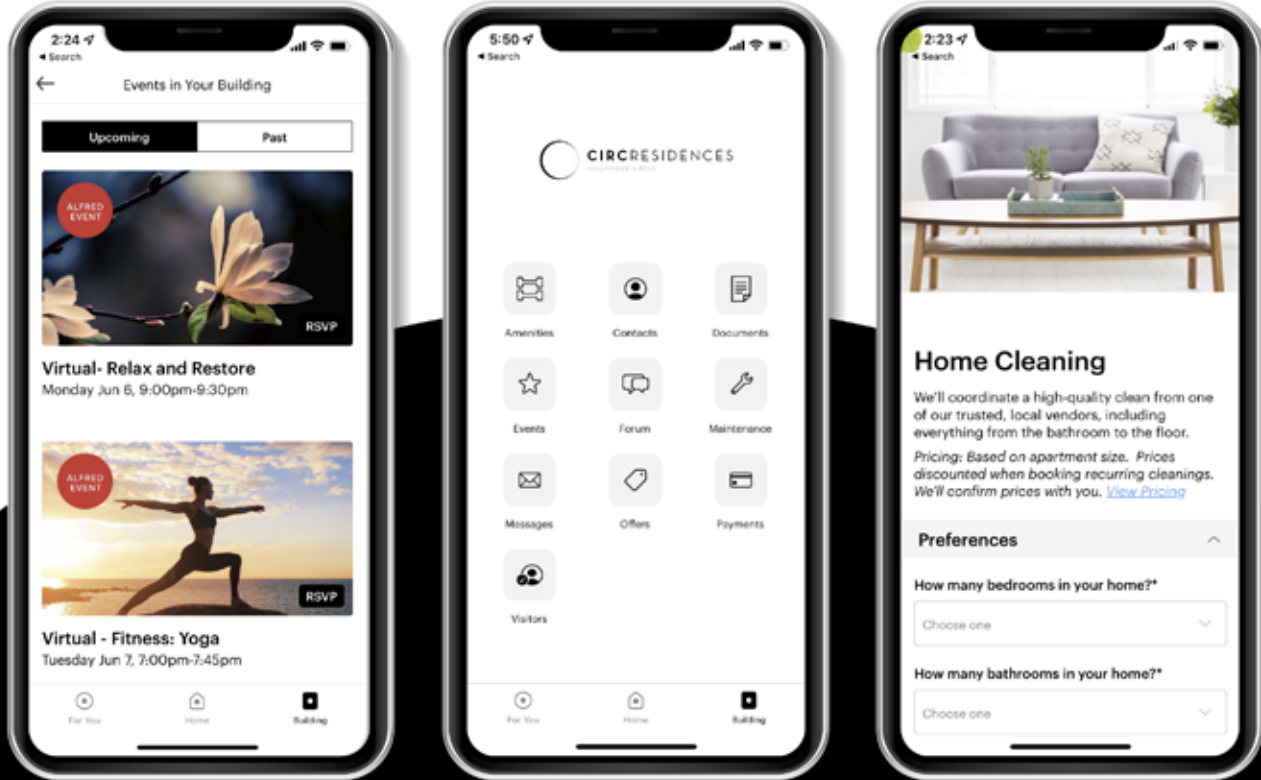
VERSION 1 (APP-ONLY)

Alfred has arrived.

From maintenance requests to rent payments and more,
navigate your living experience seamlessly with Alfred.



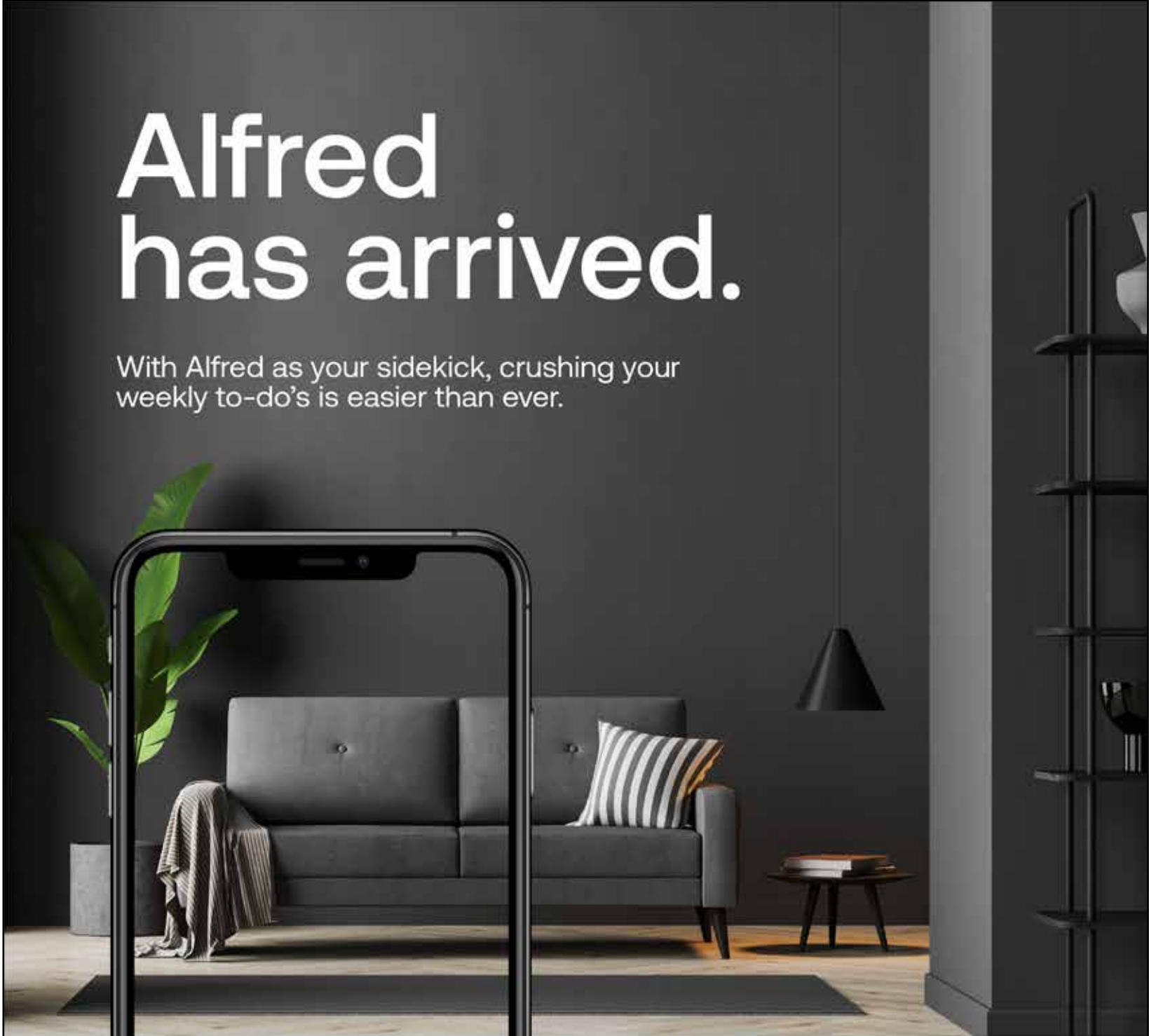
DOWNLOAD THE HELLO ALFRED APP



VERSION 2 (LIFESTYLE MIX)

Alfred has arrived.

With Alfred as your sidekick, crushing your
weekly to-do's is easier than ever.



DOWNLOAD THE
HELLO ALFRED APP



FOLLOWUP ASK

Use learnings from elevator poster test to create:

- 1 additional large elevator banner
- 1 educational flyer to install in package room

CONSIDERATIONS

- Residents don't understand how to book our services
- Clear phone mockup is more successful than lifestyle mix
- Package room placement gives residents more time to read and digest information
 - Next-day turnaround

PROCESS



1. Collect references
2. Pull together new educational copy
3. Design layout
4. Source imagery (stock)
5. Create phone mockups
6. Finalize designs

ELEVATOR BANNER (48X30")

Circ Residences just got an upgrade.

Download the Hello Alfred app today.

↓



CIRCRESIDENCES
HOLLYWOOD CIBEL

Alfred

PACKAGE ROOM SIGN

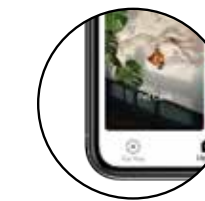
Pet care, home cleaning, and everything in-between.

Alfred

Follow these steps to make your request:



1. Download or open the Hello Alfred mobile app.



2. Tap the "Home" navigation tab and select "Pet Care" or "Home Cleaning."



3. Set up preferences for your request and submit.



←
SCAN TO
DOWNLOAD THE
HELLO ALFRED APP.

PROJECT 2

New Service Launch Campaign

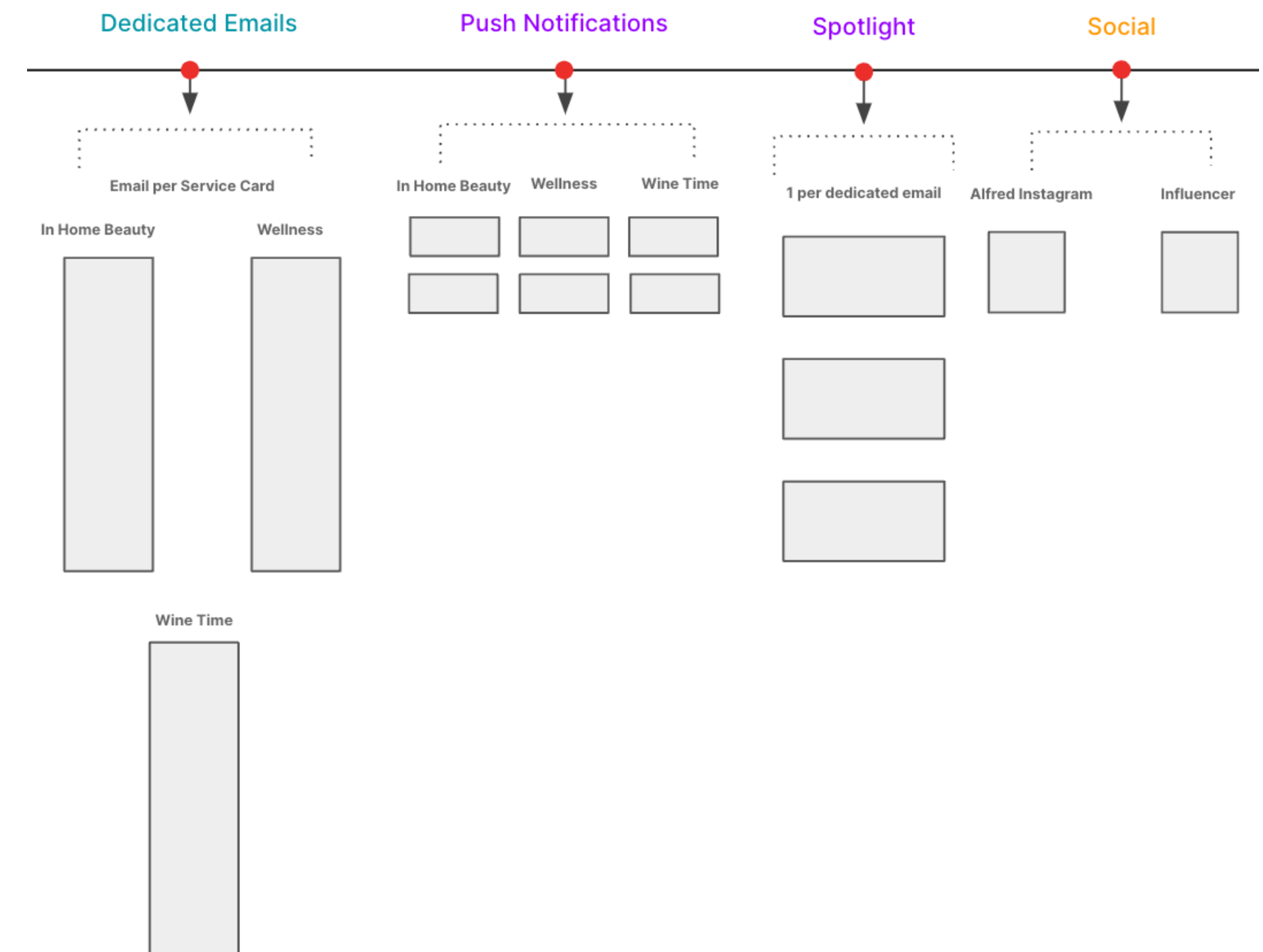
Role: design, creative direction

THE ASK

Create a marketing campaign for 3 new services: in-home beauty, wellness, and a wine subscription.

Goals

- Promote new and existing marketplace services
- Increase service adoption
- Increase customer spend & payments
- To help reach our 18% target margin for marketplace



CONSIDERATIONS

Use “wellness” and “self-care” as the overall theme of the campaign.

PROCESS

1. Collect references
2. Review copy
3. Design email layout
4. Source imagery (stock)
6. Give junior designer direction for social
7. Finalize designs

COPY GIVEN

SL: Spoil yourself with in-home beauty treatments.

PH: Look good from the mirror to the party.

Headline: Red carpet ready – just add the outfit

Body: Get your glam on like you're running into your ex. Open the Hello Alfred app to book your in-home pampering, including a manicure, pedicure, gel add-on, and hair blowout. And clear up some space for selfies while you're at it.

CTA: Book Now

User cohort [here](#)

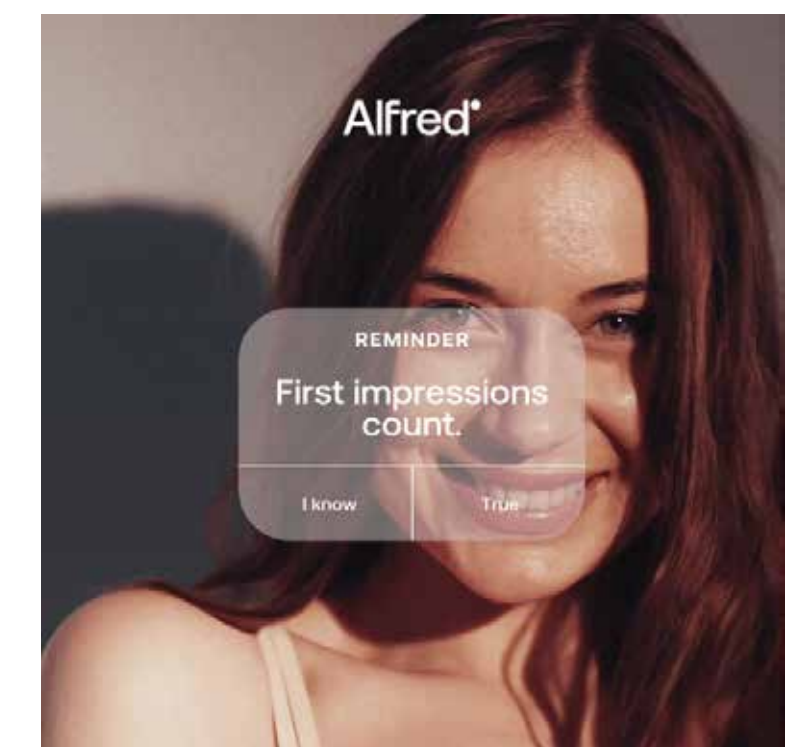
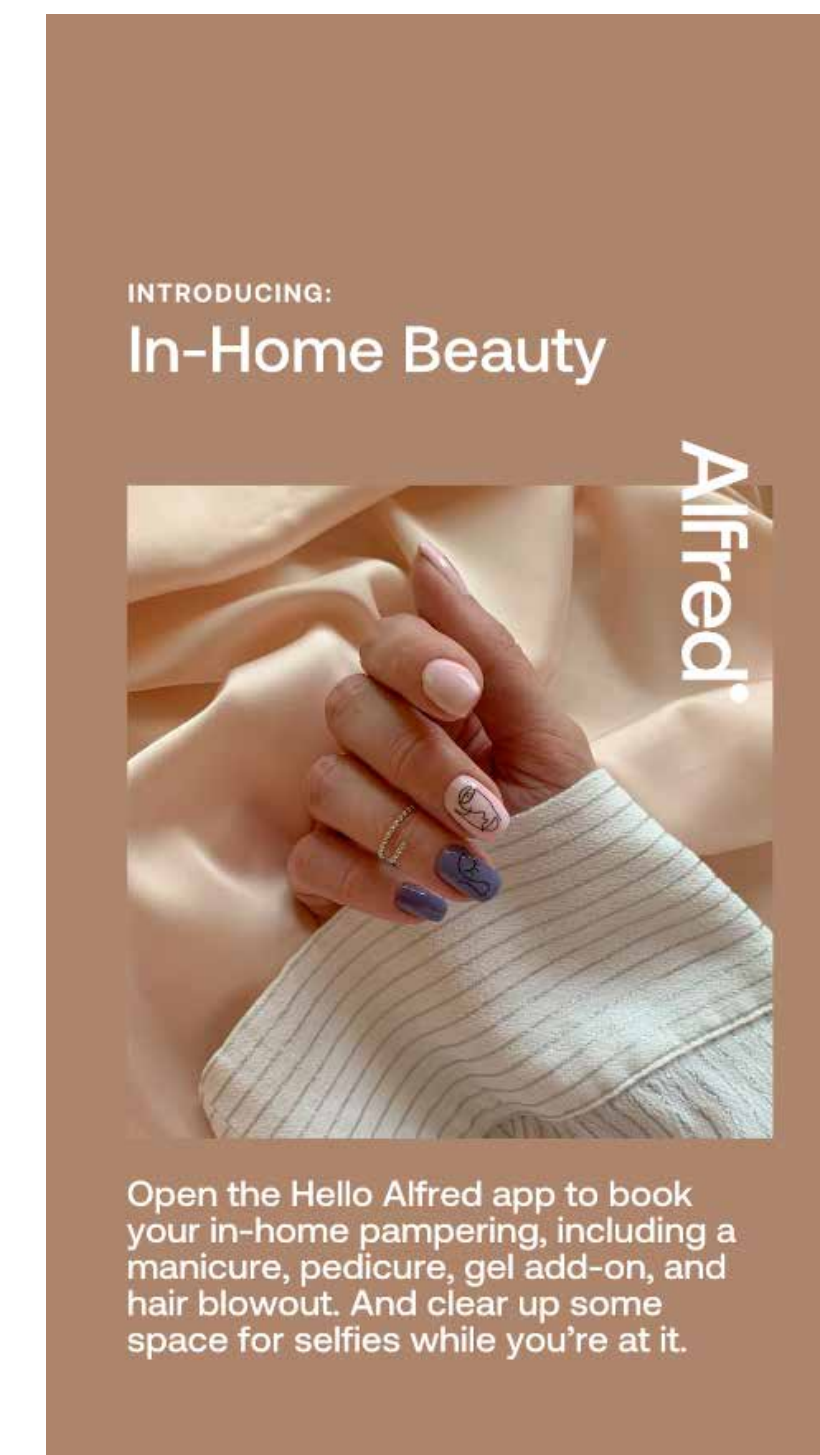
DESIGN OUTPUT



Email design



In-app image



IG Posts designed by junior with my creative direction

COPY GIVEN

SL: Loosen up.

PH: Personal training and massages right from home.

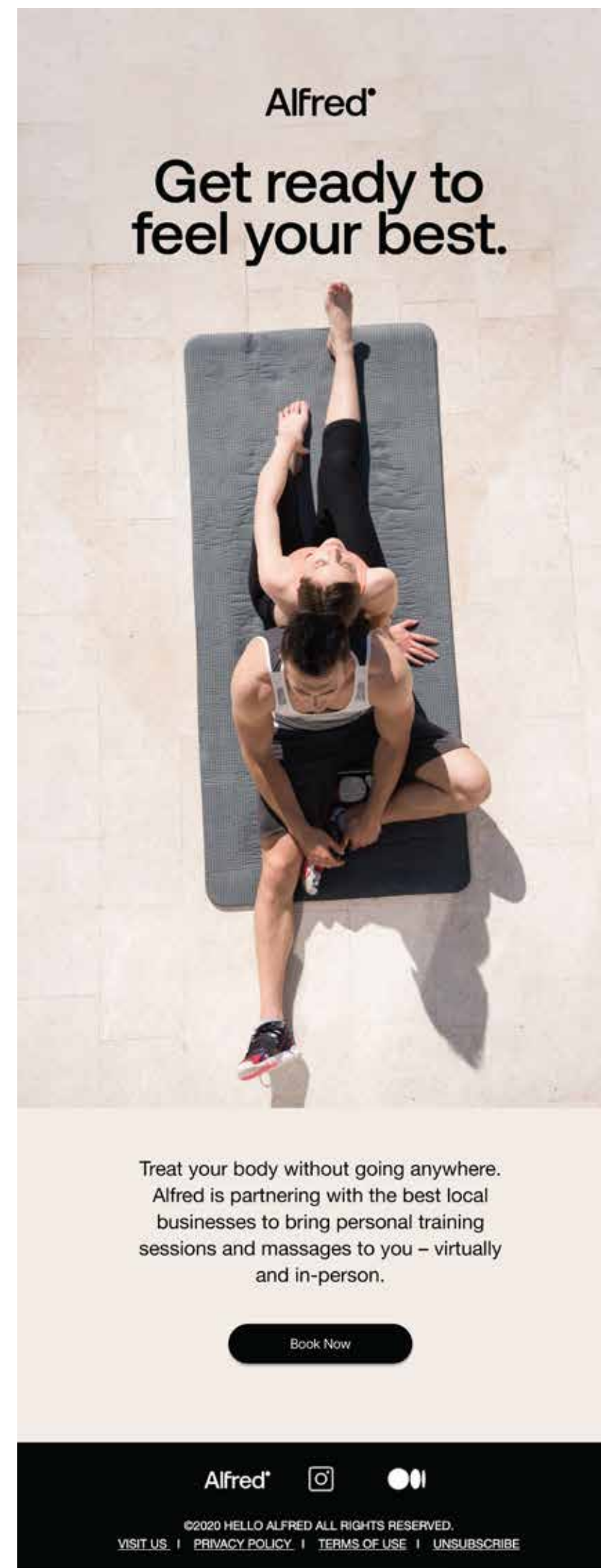
Headline: You deserve to feel your best.

Body: Treat your body without going anywhere. Alfred is partnering with the best local businesses to bring personal training sessions and massages to you – virtually and in-person.

CTA: Book Now

User cohort [here](#) + lux buildings only

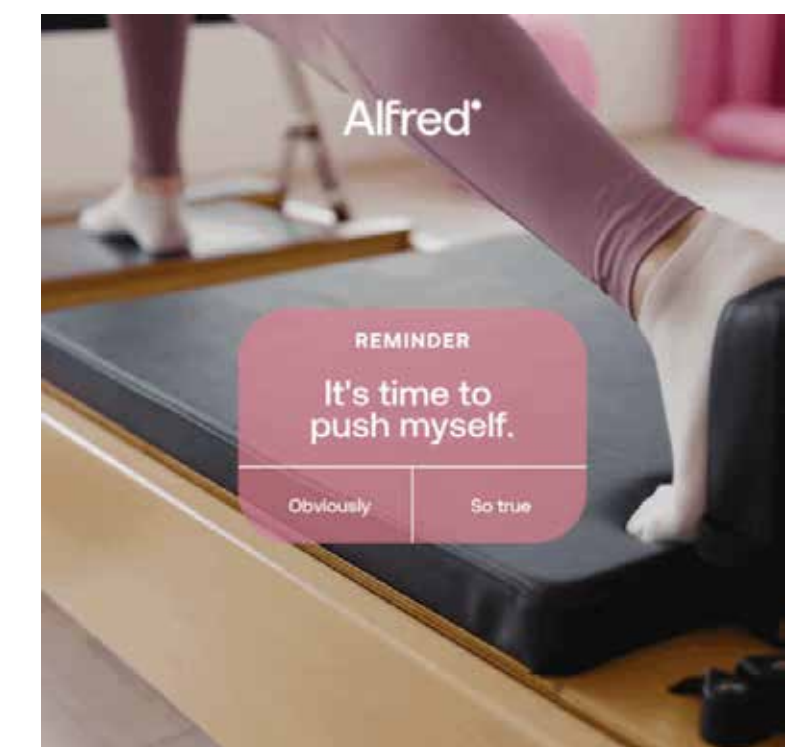
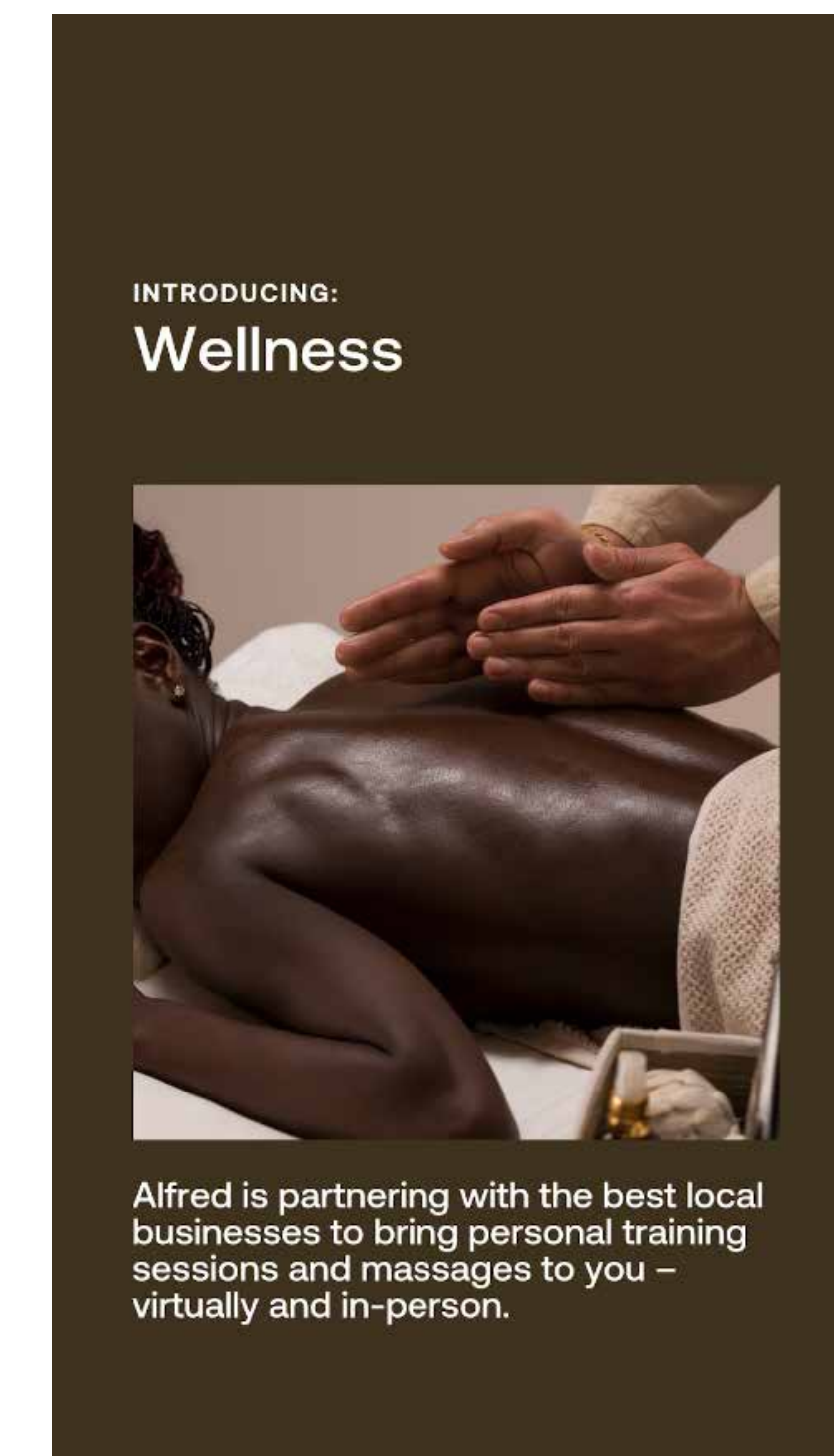
DESIGN OUTPUT



Email



In-app image



IG Posts designed by junior with my creative direction

COPY GIVEN

SL: Join the Plonk Wine Club.

PH: Your last wine tastes like grape juice compared to this.

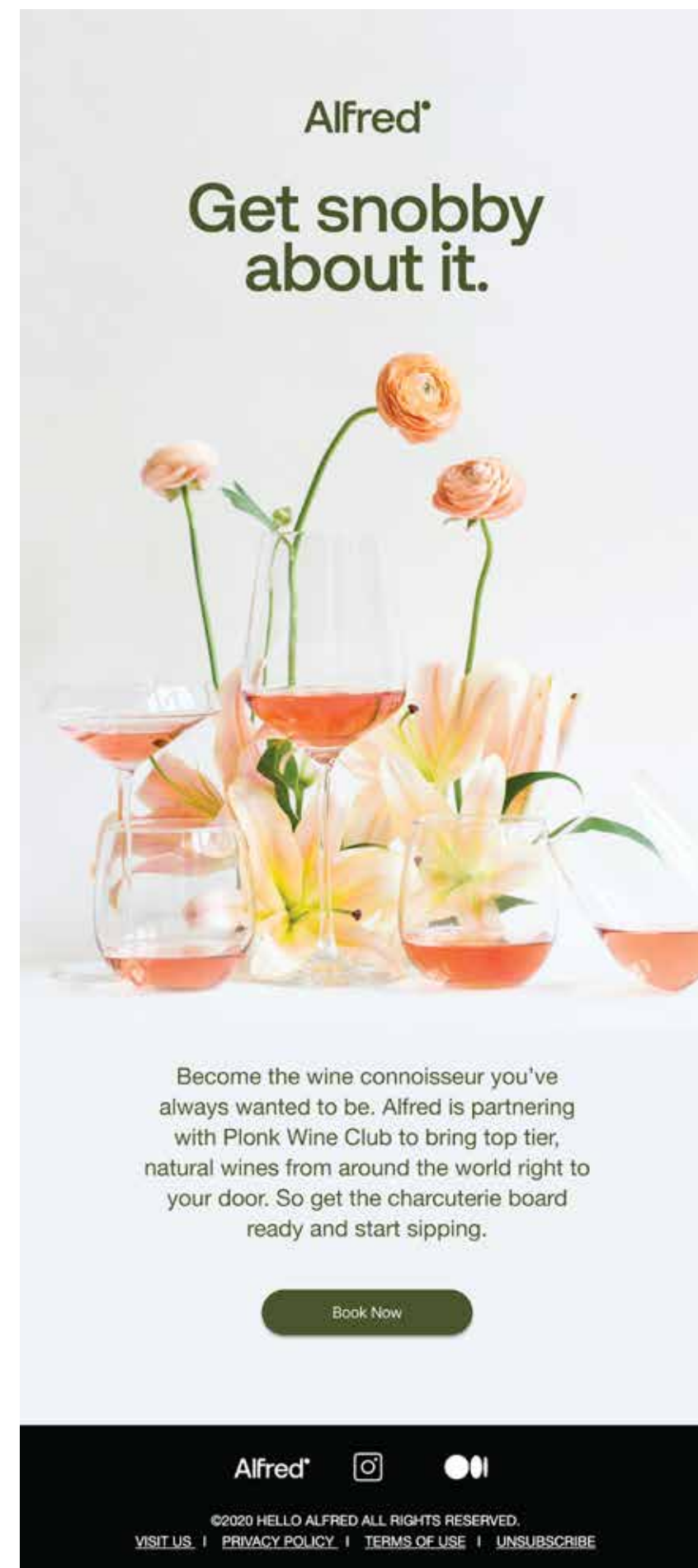
Headline: Get snobby about it.

Body: Become the wine connoisseur you've always wanted to be. Alfred is partnering with Plonk Wine Club to bring top tier, natural wines from around the world right to your door. So get the charcuterie board ready and start sipping.

CTA: Book Now

User cohort [here](#) + 21 and older + has used grocery service

DESIGN OUTPUT



Email



In-app image



IG Posts designed by junior with my creative direction