

15 JUNE 2021

ACE

*communication
workshop 2/3*

STUDIO SAFAR
s.a.l.

STRUCTURE

1. Positioning

2. Goals

3. Activations

STRUCTURE

1. Positioning

- Participant presentations
- What is positioning?
- Workshop:
 - Defining attributes
 - Writing the positioning statement

2. Goals

3. Activations

STRUCTURE

1. Positioning

2. Goals

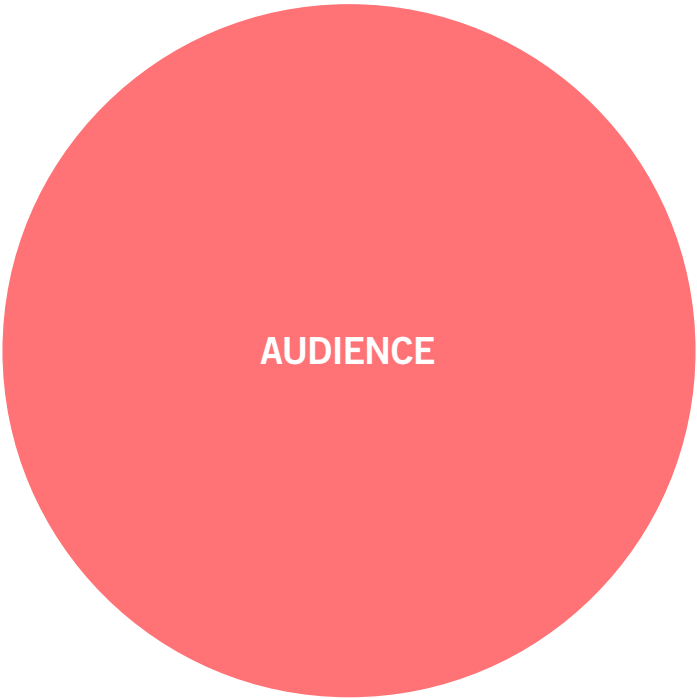
- Refine your positioning statement
- Segment your audiences into clear categories
- Define specific goals you want to reach with each audience category
- List the obstacles keeping you from reaching these goals
- List the resources available to you

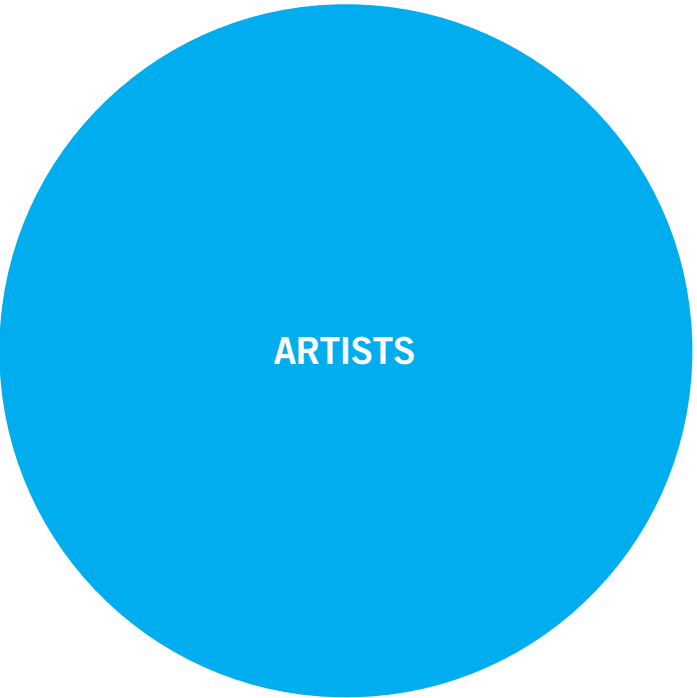
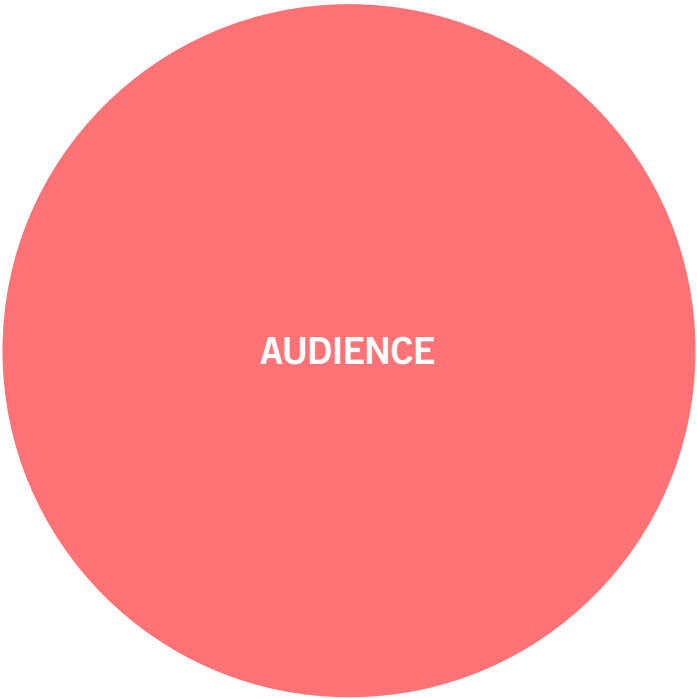
3. Actions

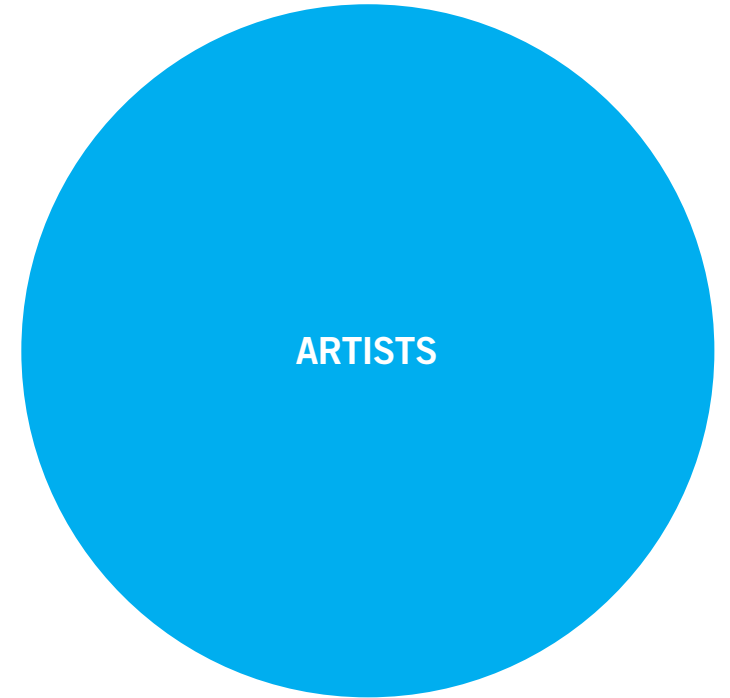
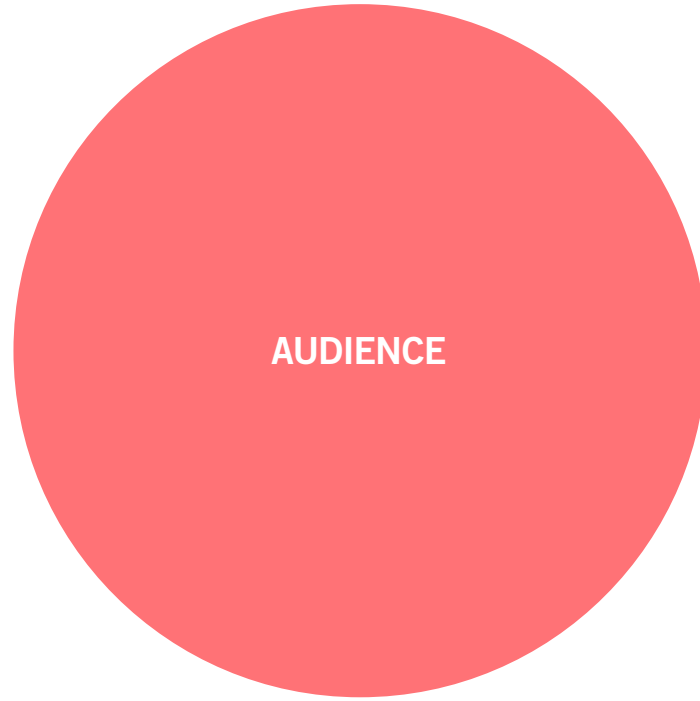
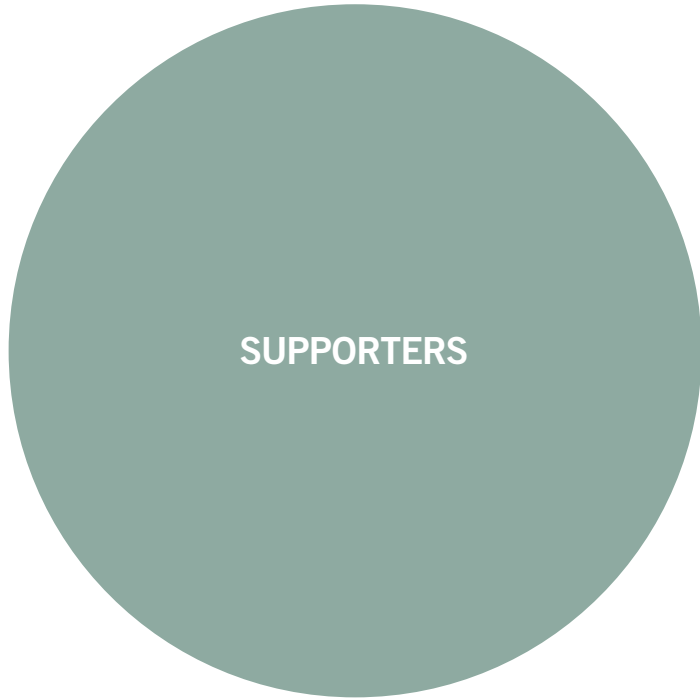
NAME provides **SERVICE**
to **AUDIENCE**
in a **CULTURE** **with a** **VOICE**
voice, helping them feel **FEELING** **and** **IMPACT**.

Goals

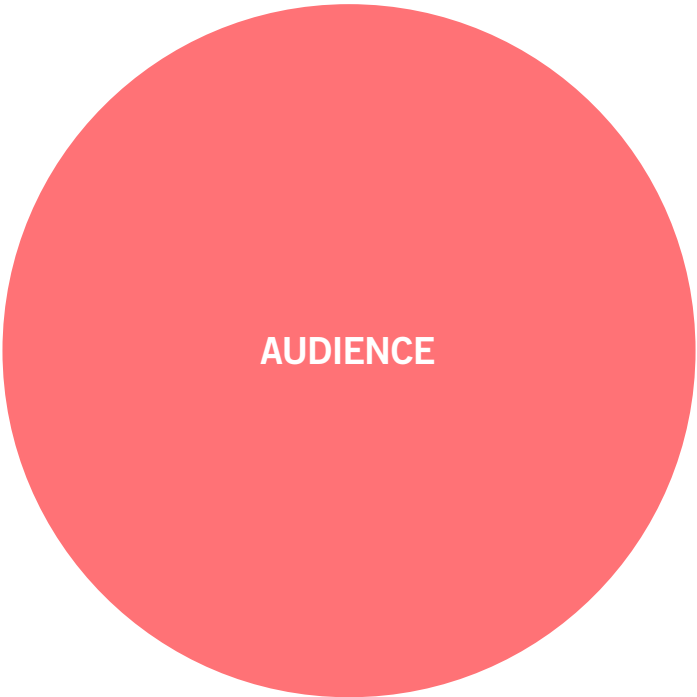
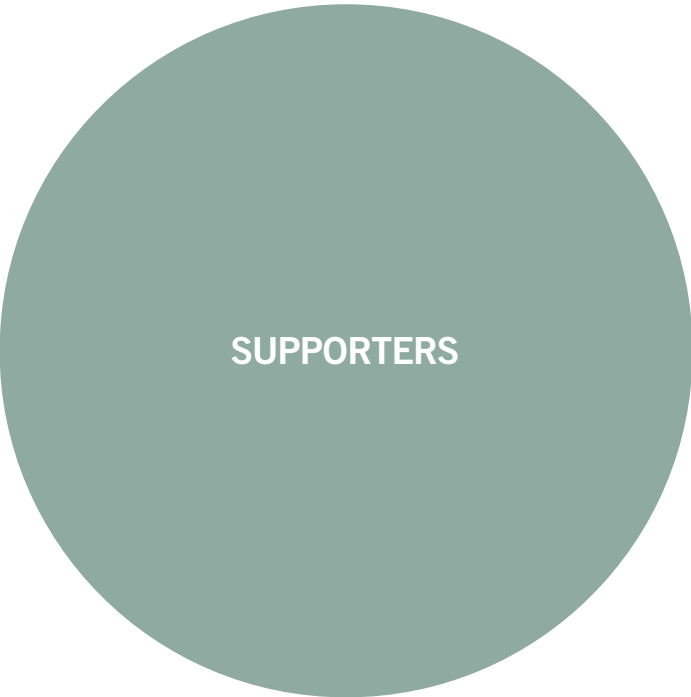
Let's segment our goals based on our audiences





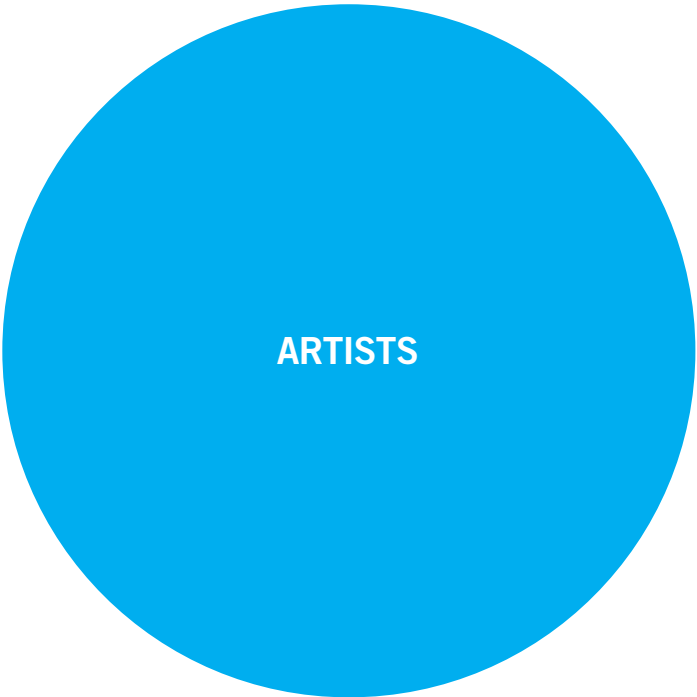


To know:
To feel:
To do:

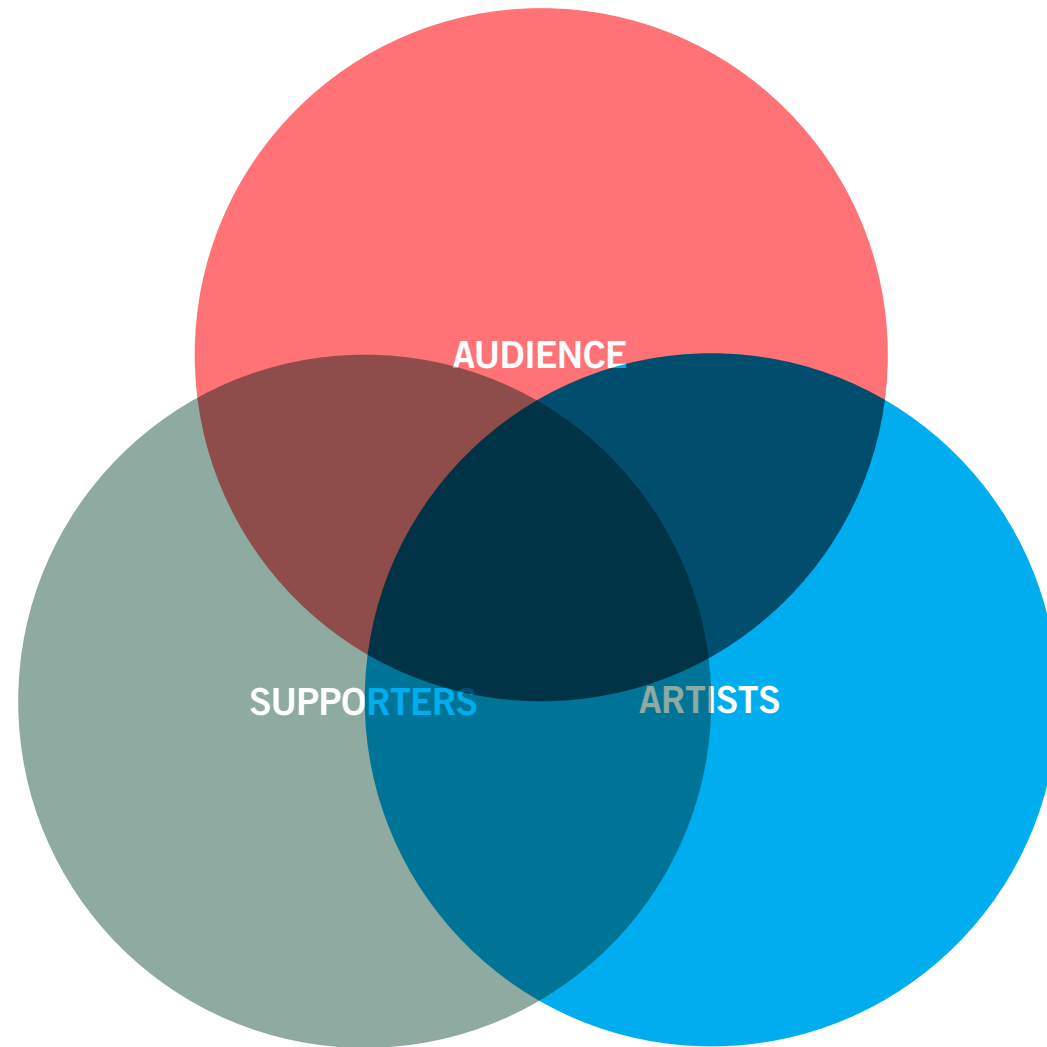


What do we want them

To know:
To feel:
To do:



To know:
To feel:
To do:



Goals:

Short term (Year 1):

-

Long term (Year 5):

-

Obstacles:

-

Resources:

-

A communication strategy is a plan of action deploying a set of tools.

IDENTITY

SOCIAL MEDIA

WEBSITE

A communication strategy is a plan of action deploying a set of tools.

NEWSLETTER

DIRECT MAILER

PACKAGING

VIDEO

DISPLAY

A communication strategy's basic components:

TONE OF VOICE

A communication strategy's basic components:

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

CHANNELS

TONE OF VOICE

VISUAL LANGUAGE

A communication strategy's basic components:

TIMELINE

CHANNELS

text

TONE OF VOICE

VISUAL LANGUAGE

image

A communication strategy's basic components:

where?

CHANNELS

TIMELINE

when?

call to action

hashtags

about

text

slogans

name

TONE OF VOICE

VISUAL LANGUAGE

image

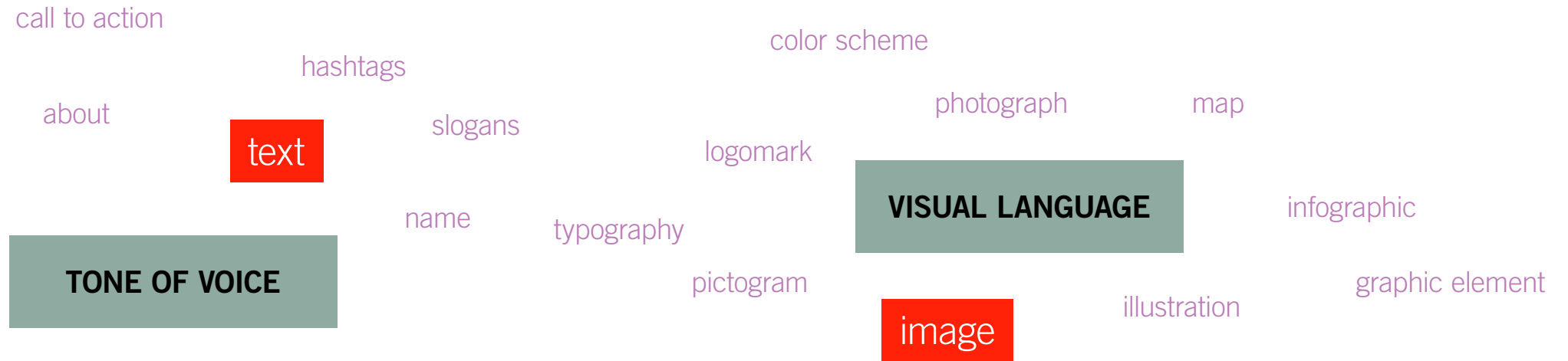
A communication strategy's basic components:

where?

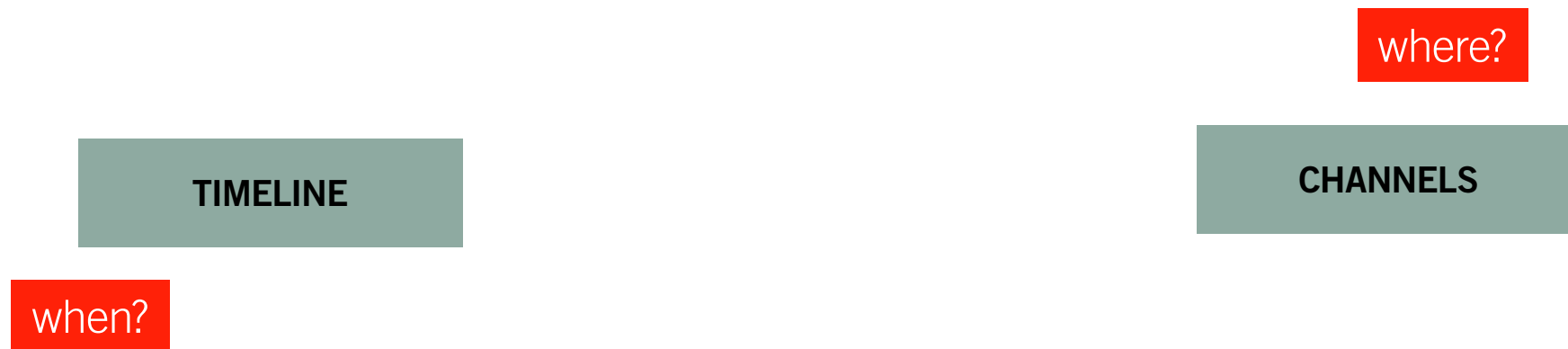
TIMELINE

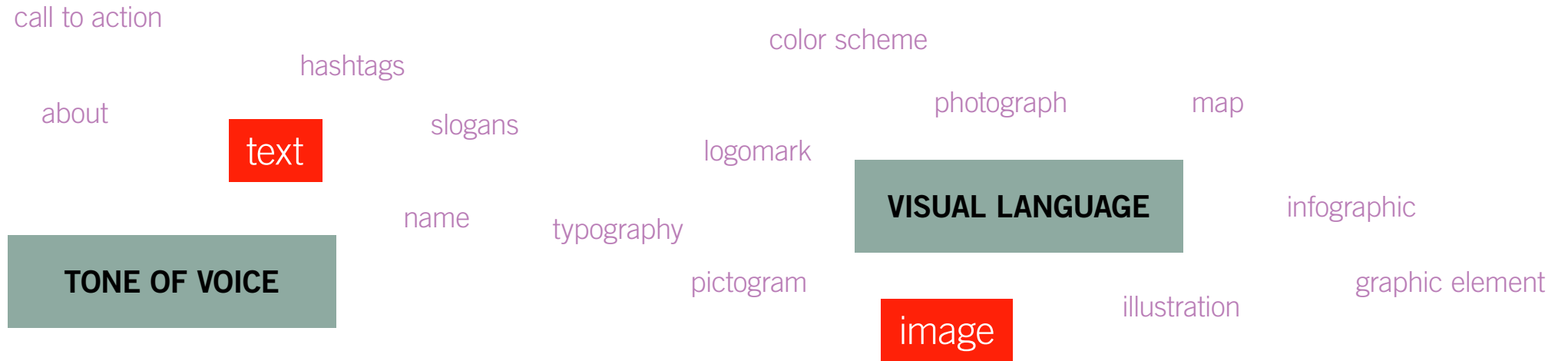
CHANNELS

when?

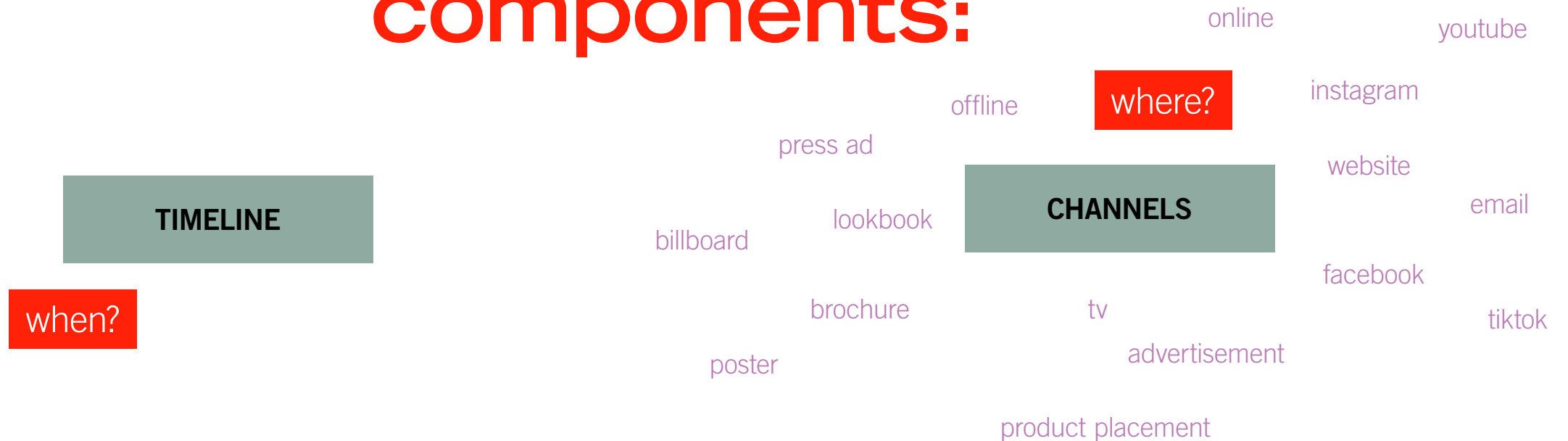


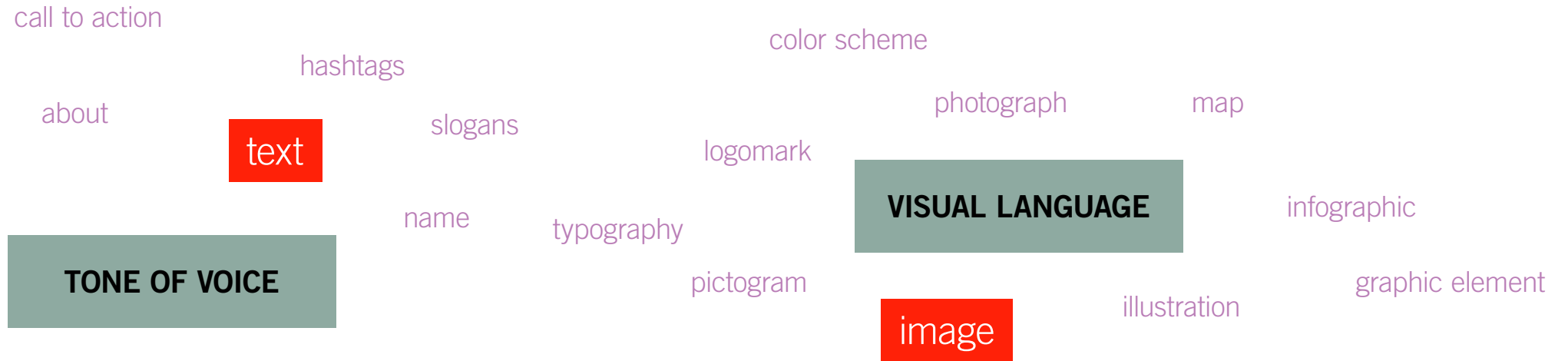
A communication strategy's basic components:



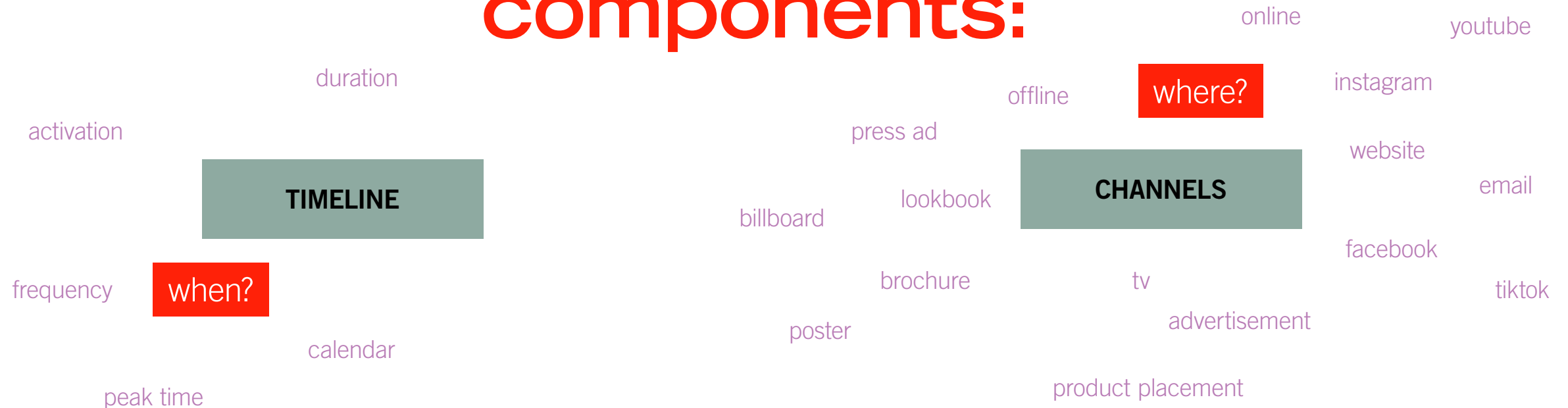


A communication strategy's basic components:





A communication strategy's basic components:



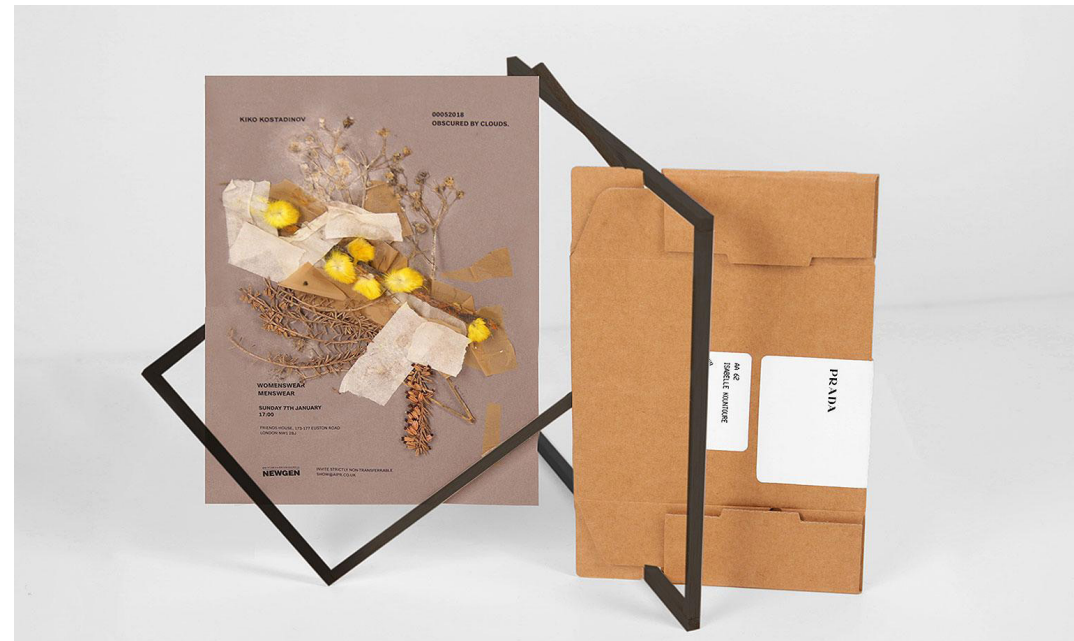
Some examples

1. Unique

employing unusual format, material, or production technique

1. Unique

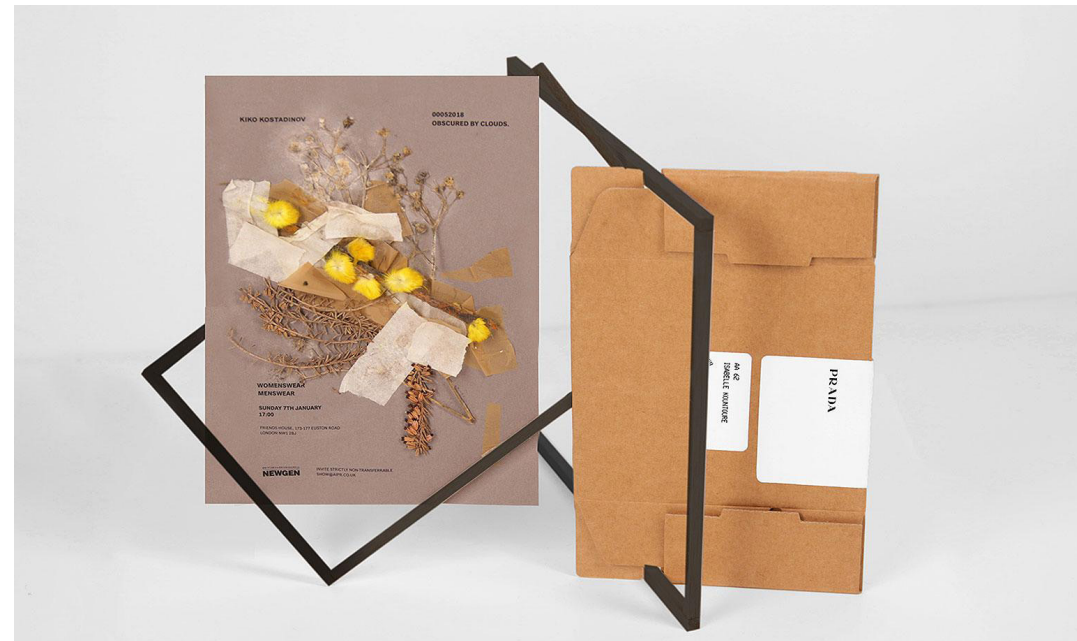
employing unusual format, material, or production technique





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employing unusual format, material, or production technique





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1. Unique

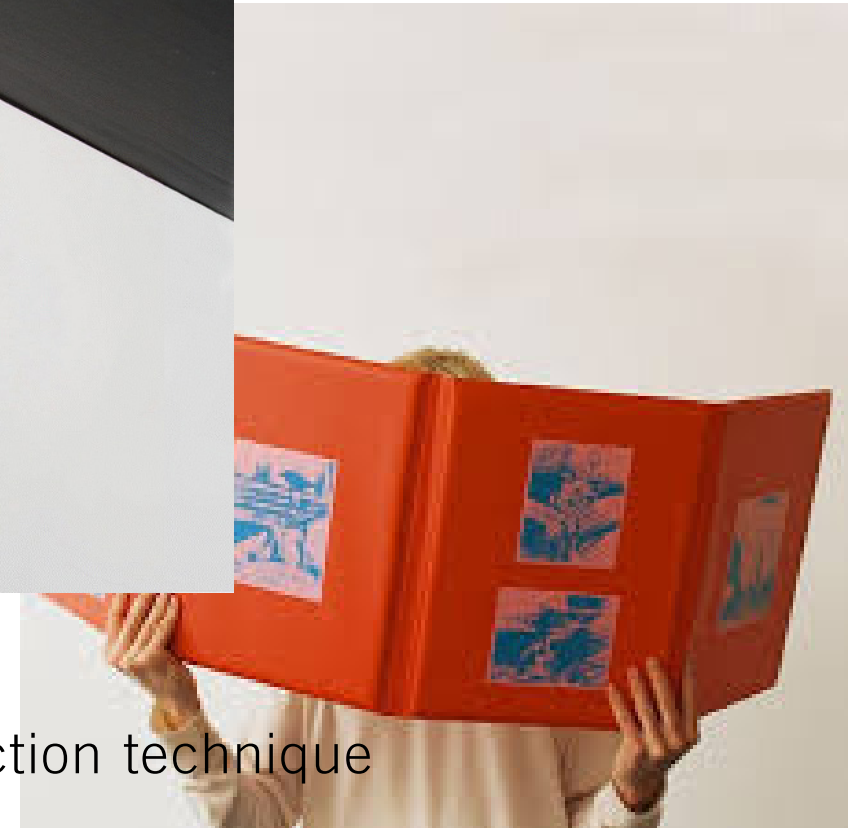
employing unusual format, material, or production technique





1. Unique

employing unusual format, material, or production technique





1. Unique

employing unusual format, material, or production technique



2. Engaging:

delivering more than basic information

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delivering more than basic information



2. Engaging:

delivering more than basic information





2. Engaging:

delivering more than basic information



3. Beautifully crafted:

both the writing and the visual content to be exquisite



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both the writing and the visual content to be exquisite

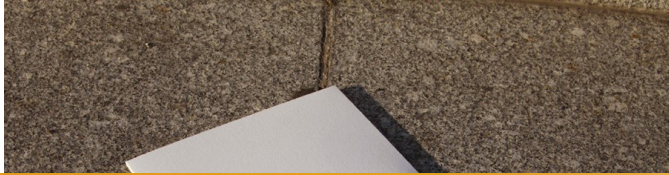




3. Beautifully crafted:

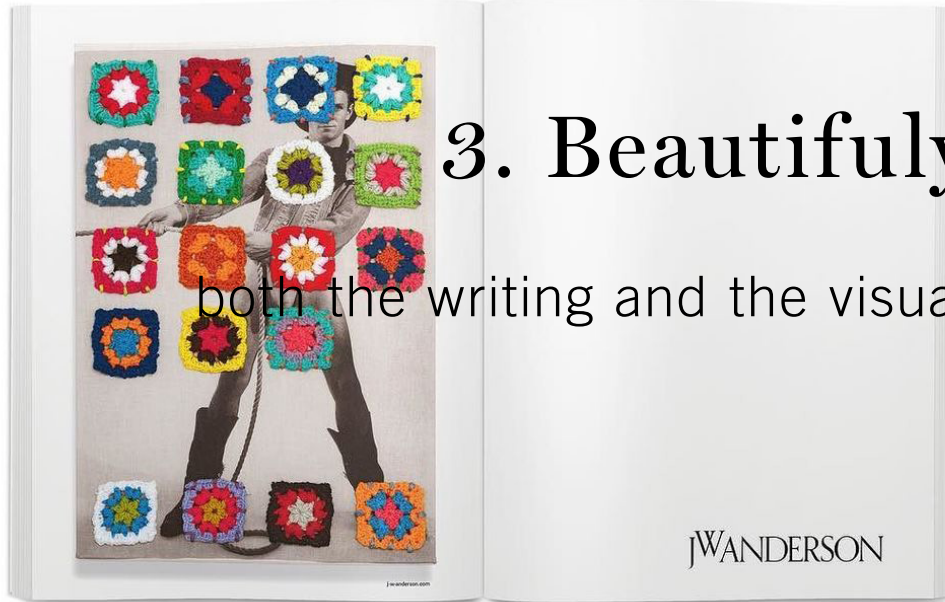
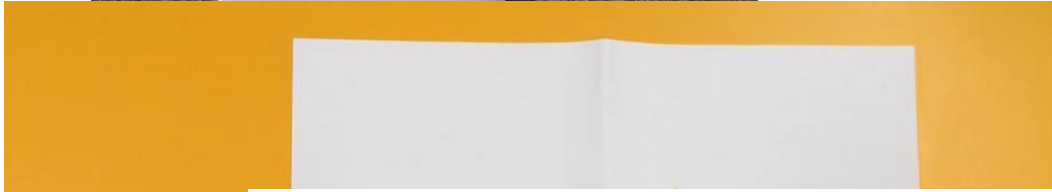
both the writing and the visual content to be exquisite





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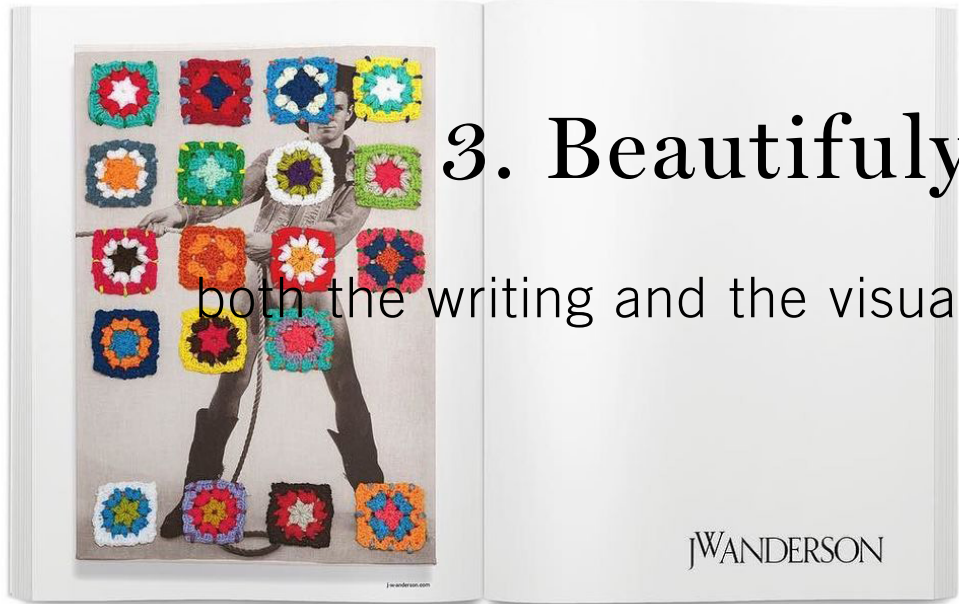
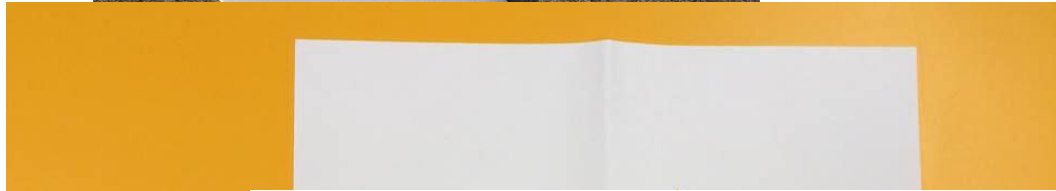




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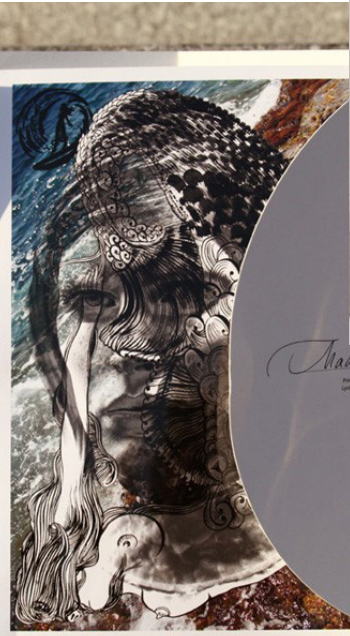
Madame Agatha Perceval
Presented by 2011 - 2012 London Fashion Week
April 2011 - 2012 London Fashion Week - 2012
April 2011 - 2012 London Fashion Week



3. Beautifully crafted:

both the writing and the visual content to be exquisite

JWANDERSON



Madame Agatha Perceval



NEXT SESSION

1. Review of ideas of activations

2. Presentation about communication language

3. Workshop:

- **Drafting the message**
- **Setting the tone of voice and visual language**
- **Deployment and platforms**
- **Timeline**

4. Tools of assessment

THANK YOU