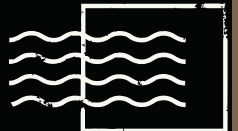


FILM KJ188 PLUS

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FILM KJ188 PLUS

# Marketing Communication Portfolio



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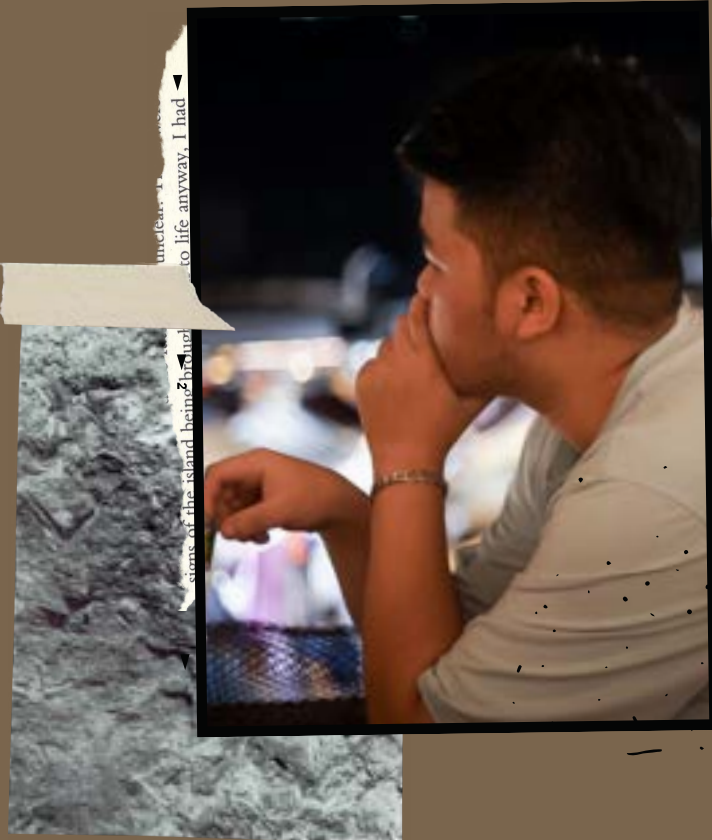
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# Background

I am Nguyen Huu Hung Le but I normally go by William Le. I am originally from Vietnam. Currently, I am living in Seattle, USA. I graduated from Edmonds College with my Associate of Art General Business degree. I am pursuing a Marketing and Merchandising degree at the Fashion Institute of Design and Merchandising right now.

I have 2 years of experience working as Social Media Specialist for Edmonds College while I studied there. I also have 1 year of experience working in the fashion retail industry.

This portfolio contains my works of marketing communication during my time at Fashion Institute of Design and Merchandising.

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## I. Peer Essay

An article base on an interview with Mia Royclane on April 16, 2021.

## **Mia Roylance and What You Need to Know About Her**

Mia Roylance- a FIDM student is finding her big dream in the billions of dollar social media industry.

Born and raised in Napa City, which is located in northern California, 40 minutes away from downtown San Francisco, Mia showed her interest in fashion and social media at a very young age. Her mother, who owns multiple businesses, is always a strong supporter of her. She also admitted that her mother influenced her personality a lot. She was not influenced by her mother to be a businesswoman but to become an independent woman who can handle everything on her own. She has a special bond with her mother and that creates a powerful motivation for any big decision that she makes.

With all of that support, she opened her first business when she was in high school. This was the first time ever she experienced the fashion business industry. At that time, she also met her boyfriend in Petaluma City. He was soon to become an important part of her journey. They moved to Santa Barbara together not long after. While staying there, she got her full-time retail job and started her new student plan at an area community college. She had to stop the business she opened in high school due to the busyness of all her classes and retail job. After one year of studying in that community college, her job relocated her to Los Angle and from here her journey with FIDM began. From the time she was in high school till now, she gained a lot of other interests. She enjoys interior designing her new apartment in West Hollywood, hanging out with friends, going to the flea market every weekend, and having fun in all the music concert festivals. She also shows her love for mumble rap, and psychological movies (Her favorite one is “Silent of the Lambs”).

Currently, Mia just finished the first year of her AA degree at FIDM. She also resigned from her retail job a few weeks ago after 2 years of working with that company. She found her new joy with a job in a vintage business named IamKOKO.la on Melrose Ave. Same time as that, she is helping her friends to build up their business’s social media. She determines that her future career should be Digital Marketing which is a billion-dollar industry right now. She shared that she does not have any particular philosophy in her life, but she is really confident that she is an outgoing person, she prefers to put others before herself and make people laugh. The proudest achievement that she got which is being on the president honor roll proves how she used her own philosophy in her life. No one can believe that a hard-working person like her almost did not have a chance to graduate high school, which she felt that time was the lowest moment in her life.

Up until this point, she thinks that she has manifested her life pretty well. She spiritually believes in science which is the universe plays a big role in what she achieved in her life. She is most thankful for her friends and her boyfriend for being her crucial support system in her life. After all, she hopes this year will be an exciting year, she can stay focused on school during making time for her social media internship as well as her new job at the vintage store. Everything that she has been through took a great part in developing her wonderful journey and all of her hard works will get paid in the future.

## II. Mental Map & Web Page

A mental map that helps to understand the details of the business' main target consumer. A demo of the landing web page based on the mental map



# **WEB WRITING ASSIGNMENT**

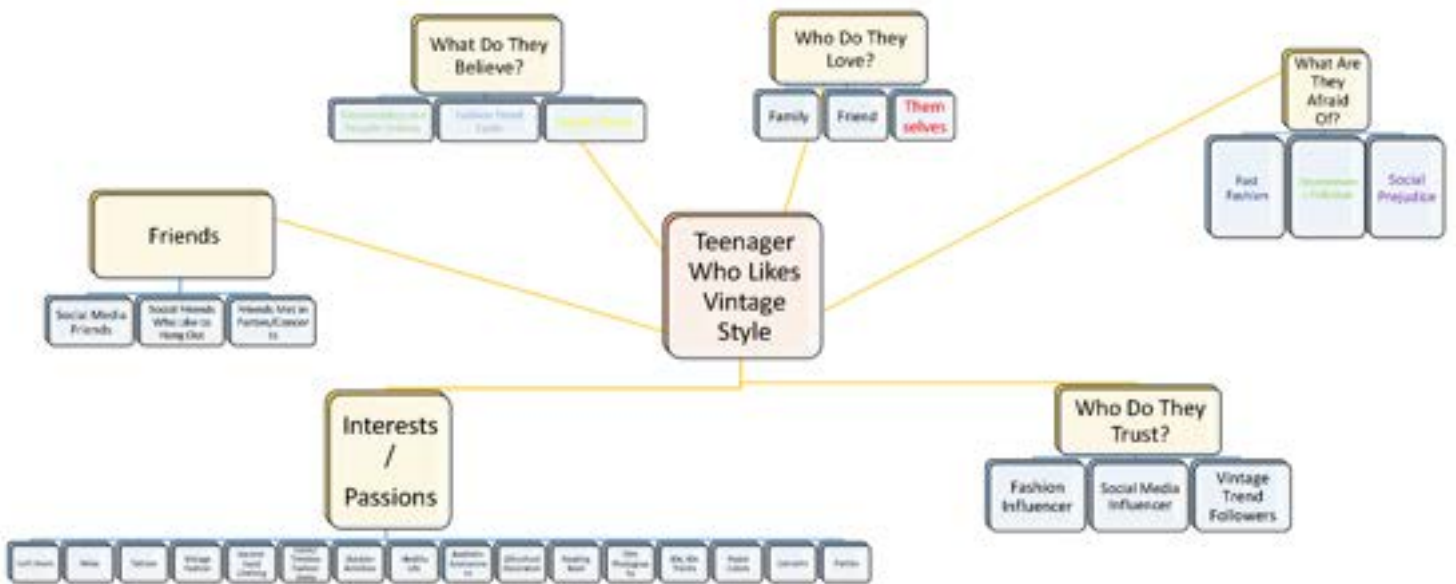
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**MARKETING  
COMMUNICATION  
NGUYEN HUU HUNG LE**





# MENTAL MAP





**The 80s Trend is Coming Back?**

See why the 80s trends is coming back strongly.



**How To: Rock Your Vintage Items**

Build your vintage style and wardrobe with our fashion stylist.



**Chanel Revives The 70s Most Iconic Pieces in The New Look**

Most iconic Chanel items is revived in the new collection.



**Maybe You Missed This Fact: Vintage Shopping Is The Most Effective Way To Be Sustainable Fashion Buyer**

Data shows why vintage shopping/thrift is an effective way to save the environment.



**Ronnie Fieg: Bring Retro Runner Back To The Game**

How Ronnie Fieg influenced the sneaker game by bring back the retro vibe.



**Thrifting 101: The Ultimate Thrifting Guides For Newbies**

Let us show you how thrift.

## **META-DESCRIPTION**

<https://ndnvintage.com/magazine> > blogs

### [NDN Vintage – Magazine For Vintage Icon, Fashion & Lifestyle](#)

Apr 25, 2021 —A new magazine for young people who love vintage fashion, vintage lifestyle, and how to wear vintage clothing. A guide to sustainable fashion.

### III. Blog Post

A blog post that drives consumer's opinion

# NDNVINTAGE

## LUXURY BAG: HYPE OR QUALITY?



With the explosion of the marketing and social media era, luxury is now becoming one of the most high-value industries. Luxury bags have become a necessary item for many modern women. As the price range from \$2,000-\$3,000, many people can easily access almost any of the luxury bags in the market at the moment. But which luxury bag is really worth their price? Is a hype luxury bag better than a quality luxury bag?

For example, a Louis Vuitton medium size bag can cost you around \$2,500-\$3,500. However, what you are paying for is not 100 percent of the quality. These bags come with a normal option of skins, and what you are actually paying for is their marketing fee, their brand name, their runway operation, etc. The costs to create a quality bag only takes 10-15% of what in their price tag. Still, people want to be well-known by the brand they wear and that is why Louis Vuitton can be the most valuable luxury brand on the market company in the market.

On the other hand, JAMAH by Nancy Gale delivers an opposite message from a variety of current luxury brands. Through JAMAH, Gale wants to redefine what is American luxury to the customer and people who love fashion. She wants to enhance the traditional American quality and craftsmanship in every product that she makes. She also challenges the biggest stereotype right now which is luxury quality has to be located in Europe.

“Luxury isn’t about the price point,” as stated in JAMAH’s blog. Nancy Gale is committed to offering the most exclusive and luxury experience for any customer. Keeping quality as the core value of the brand is the direction that she wants to maintain even for the future.

So, what do you prefer? A hyped luxury bag with easy access or an exclusive high-quality bag with the same price?

## IV. Press Release

A Press Release of FIDM Museum announcing their upcoming exhibition about Patrick Kelly and a book release event at the same time with Dr. Eric Pritchard.



# **Celebrating Black History Month 2022 With the Exclusive Book About Patrick Kelly's Life and Exhibition of His Legendary Collection Hold by FIDM Museum & Library and Dr. Eric Pritchard**

*FIDM Museum announces their first collaboration ever with Dr. Eric Pritchard to have his new book about Patrick Kelly published event during the exhibition of Patrick Kelly's legendary collection*

LOS ANGELES, February 1, 2022 /.../ -- FIDM Museum & Library, Inc., the museum based at Fashion Institute of Design and Merchandising established in 1978 as a nonprofit part of the school, has announced that this upcoming Black History Month, FIDM Museum will collab with Dr. Eric Pritchard to public his book the "Abundant Black Joy: The Life and Work of Patrick Kelly" and represent the legendary collection in order to honor Patrick Kelly – The first Black American designer admitted to Chambre Syndicale du Pret-a-Porter des Couturiers et des Createurs de Mode, which gave him a chance to perform his collection at Paris Fashion Week and step into the French ready-to-wear industry.



“I think he has such an impact and that's the other thing I'm trying to do with my book. It really teased out, even in the short amount of time that he was alive, and that the business existed.” Said by Dr. Eric Pritchard, the author of the upcoming book published who is an award-winning cultural critic and having many years researched about Patrick Kelly.” He was introducing the DNA and vocabulary of Patrick Kelly Paris and I see his influence all the time because I study him as a person and as an artist so much. On the one hand, I think it would be exciting if someone could take that up and run with it. Then, on the other hand, I also think that his legacy is so much in people's work. In the history of fashion generally what we only need is for people to continue to articulate that. I would say not just myself but there are other people who have written and spoken about Patrick Kelly. I think that the impact that work has and why it is so important is because it just boils everything down too. He had six good years. It was impactful not just the history-making you know of him being the first American in the Chambre Syndicale but also something that he did in fashion all the time for which he deserves credit.”

In addition, Patrick Kelly is also a role model who counters racial and gender stereotypes. “I really appreciate Patrick's works because he took what his world was in the multiple different levels.” Claimed by Kevin Jones, the curator of FIDM Museum Kevin Jones. “From his childhood being a black man, being a gay man, his HIV status, everything in Paris and engaged in multiple conversations. It is so easy just to pick one thing that somebody might not quite agree with and blow that up, but Patrick had so many different things that he was talking about at the same time I think that is really wonderful.” Passed away on January 1, 1990, due to an illness with AIDS, Patrick Kelly left behind a powerful legacy with many famous collections and fashion photos that built up the name Patrick Kelly. Iconic items from a variety of different collections will be displayed by FIDM Museum and Library from February 1 to March 1.



## V - Analysis Outline & Marketing Plans

A quick campaign SWOT and analysis for Old Spice.  
Based on that, coming up with a new marketing  
campaign.

- **Executive Summary**

Old Spice is an American brand that sells men's grooming products founded in 1937. They sell products like deodorants and antiperspirants, shampoos, body washes, and soaps. This time, Old Spice launches a new product line named “Acne Removal Facial Mask”. This is a facial mask that gets rid of acne. It is for any kind of skin, specialized for an oily face, and removes facial dirt. Putting this face mask moisturizes the dry face. By this process, the skin gets clean without acne.

- **Client & Product**

Client: Old Spice

Product: Acne Removal Facial Mask

- **SWOT Analysis**

- Strength:

- Good brand’s reputation, easy to approach customers with the new line
- Abundant resources with many big distribution centers
- Associated with different retailers which can push the process of selling out the products.
- Sustainable with organic ingredients, non tested on animal
- Affordable prices come with high-end quality

- Weakness:

- Limited products in the new lines
- Many new competitors
- Questioning about the product’s quality at a low price range

- Opportunities:

- Expanding target customers, teenagers now have more options to choose
- Increase of products line/collection
- Creating satisfaction for the new target customer range
- Having the potential to become the main line of the brand

- Threats:

- May counter some stereotypes
- Narrow down existing customers

- Fail in marketing and publicity

- **Target Audience**

- This product's main target audience is young men aged 14 to 25
- Their girlfriends - This product can be a gift for the young men from their girlfriends so that they can enjoy it together
- Parents can also purchase this for their children

- **Product Benefits**

- This mask is specialized for removing acne on the face. A diversity of facial masks with different sizes and scents. This mask can be placed on the face for only about 15 minutes to help remove acne and allow beauty ingredients to be firmly permeated into the skin. This mask also moisturizes to protect against dry skin.

- **Desired Brand Image**

- We are considered to have images of positivity, happiness, and confidence. We consider young men who are not confident about their face because of suffering from acne will be happy with our product line.

- **Advertising Objective**

- Advertising objects are to be known widely by young men who are suffering from acne. After trying on this product, all the acne disappears and he finally can gain back his confidence.

- **Strategic Message**

- Get away from acne with this product and gain back your confidence.

- **Appeals**

- It is a new product from a well-known brand, so it is reliable. An organic vegan product that is not tested on animals. It works perfectly even with sensitive skin. It should be the best choice for teenagers who want to get rid of their acne.

- **Campaign Elements**

- A magazine ad
- An online text ad
- An online display ad

- **Media Strategy/Placements**

- Social media, focused on TikTok and Instagram where young people usually spend a lot of time, is our main platform. Other than that, the new campaign should be placed at high traffic billboards, marketing on many trendy magazines for teenagers such as Hypebeast, Highsnobiety, Vogue, GQ,...

# ***Old Spice Advertise Assignment***

KEITO HINO  
WILLIAM LE

A name for the acne product:

## **Acne Removal Facial Mask**

This is a new facial mask for getting rid of acne. Specially for an oily face and removes facial dirt. Putting this face mask moisturizes the dry face.

A magazine ad



**Not happy with acne?  
Get confident with  
our Acne Removal  
Facial Mask!**

*-Primer Magazine | Lifestyle of the  
Millennial Man*

  
**Acne Removal  
Facial Mask**



*An online text ad (4 lines no image)*

Old Spice: Acne Removal Facial Mask

<https://oldspice.com/acneremovalfacialmask>

Old Spice new product line: Get clean and get confident with facial mask to remove acne

*An online display ad (sponsored ad on Facebook)*



New Product, **Acne Removal Facial Mask!**  
It is for removing acne. Get 10% off for a limited time!


## VI - Direct Marketing Media

A marketing email to build up relationships between business with loyal customers.



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# VIP Exclusive Access From Casablanca

 Casablanca Paris <casablanca@email.paris.com>  
To Elisabeth Hinckley

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**Casablanca**  
TENNIS CLUB

VIP EXCLUSIVE ASSCESS



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Dear Mrs. Hinckley,

We hope this email find you well. The year of 2020 was a tragic journey for us. However, we still managed to delivery the best quality of products and services to our customers. Thanks to your support to us, our journey can end up in success. Because of you, Casablanca can keep on growing and be better. No word can describe how happy we are to have you as our loyal customer. Casablanca's mission is always about customers. We want you to experience the most luxurious quality products and services from our business. To honor our loyal customers, we offer you the access to VIP Exclusive Spring/Summer '21 Collection "Printemps-Été 2021 Collection." Once again, thank you for being our valued customer, you are the reason for what we do. It is our pleasure to do business again with you in the future.

Casablanca's Director of Marketing

David Hawkins

---

## Shop Our Exclusive Collection

Get us tag with your newest social media posts on our apparel for 15% discount the next purchase!



Lucid Dreams Silk Shirt  
€320



Casablanca School of Beautiful T-Shirt  
€120



Lucid Dreams Silk Shorts  
€200



Lucid Dreams Printed Denim Jacket  
€425



Reverse Du Pacifique Marine Knit Jumper  
€395



Lucid Dreams Denim Jeans  
€420



Pink Monogram Wool Denim Style Jacket  
€920



Rainbow Logo Knit Cardigan  
€400



Pink Monogram Wool Denim Style Jeans  
€200



Women's Fit Lucid Dreams Denim Jacket  
€425



Lucid Dreams Silk Scarf  
€120



Women's Fit Lucid Dreams Denim Jeans  
€420

[Unsubscribe](#) from this list



## VII - Social Media Marketing

Create a social media posting plan and a demo on different platforms

# **Cali Leafy Social Media Marketing Plan**

## **1. Organization**

Our brand is Cali Leafy - a sustainable business that focuses on recycled products or products that decrease the amount of waste to the environment. Our main products are clothing and everyday-use accessories.

## **2. Mission Statement**

The mission of Cali Leafy is to deliver the best quality products with excellent service to all of our customers. Not only that, we want to keep our world forever green by raising the awareness of protecting the environment among the community. We proudly say that we are a zero-waste business. We promise to spread out this positive energy to all the customers who use our products.

## **3. Brand Personality, Voice, and Tone**

Friendly, active, positive, humorous, cheerful, direct, scientific are what describe our brand's personality, voice, and tone.

## **4. Target Market**

Our targets are men and women from 16-36 who have a healthy lifestyle, have interests in protecting the environment, care about climate change and global warming. Who also wants to spread out the love to the environment and the green earth.

## **5. Central Message**

People like beautiful nature and we don't want to destroy it. By purchasing our products, people can participate in reducing plastic waste.

## **6. Goals**

Our goals are to educate people on how much we produce garbage every day and call people to take action to save the planet.

## **7. 3 Social Media Platforms**

Instagram, Twitter, and Facebook.



**Cali Leafy**  
@CaliLeafy

...

Did you know we waste about 234lb (106.2kg) of plastic? Drink cooler with our stainless straw and reduce plastic waste! [calileafy.co.jp](http://calileafy.co.jp)

Learn more about the plastic waste: [theguardian.com/us-news/2019/j...](http://theguardian.com/us-news/2019/j...)



**calileafy**

...



**calileafy New Sale Alert!**  
Get the stainless straws for 20% off for a limited time:  
<https://calileafy.co.jp/>  
**#calileafy #sustainable #stainlessstraw**



Facebook post interface showing the Cali Leafy profile, a post about recycled t-shirts, and interaction options like Like, Comment, and Share.

**Cali Leafy**  
Fun facts:  
 ✖ 70 lbs of clothing are thrown away every year by average American which equivalent to 191 t-shirts per person. Fashion industry is second highest polluter to the environment.  
 🌱 We here to help!!! Our T-shirts are 100% made from recycled cotton which can still be recycled again if you don't want to use it anymore!  
 🌿 Save the world to day at [www.calileafy.co.jp/products/recycleshirt](http://www.calileafy.co.jp/products/recycleshirt)  
 #recycled #upcycled #recycling #recycle #upcycle #ecofriendly #reuse #reclaimed #sustainable #shirt #tshirt #stylish #clothing #styles #clothes #shirtoftoday See Less

Edit

Like Comment Share

Comment as Cali Leafy

Press Enter to post.

## VII - Social Media Marketing

Create a social media posting plan and a demo on different platforms



# Makio Matcha Mobile Marketing Campaign

- Pop up food truck
  - Makio Matcha
  - Dessert shop specializes in products about matcha (our most popular product is matcha ice cream with 24k gold leaf)
- Target customers

17-40 years old men and women who love fashion, going to NYFW, want to have some fun experience

