



The logo for STAX ABERDEEN features the word "STAX" in a large, bold, black, sans-serif font, with the letters "S" and "A" partially enclosed by a thick black rectangular border. Above the "STAX" text is a smaller, stylized graphic consisting of three vertical bars of varying heights and a square with an 'X' inside, all contained within a black rectangular frame. Below the "STAX" text, the word "ABERDEEN" is written in a smaller, bold, black, sans-serif font, with wide letter spacing.

CBM727 Digital Production Tools and Techniques

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Glossary

B2B – Business to Business

B2C – Business to Consumer

ROI – Return on Investment

TA – Target audience

1. Project overview

A. Client overview and objectives

STAXX, the client of this coursework, is a creative social market whose precise location has yet to be confirmed, but it will be close to the city centre.

It provides low cost and low risk business opportunities for local food, drink, arts, and retail concepts to bring prosperity to the city of Aberdeen.

If on the one hand the company is characterized by B2B marketing, on the other it also provides B2C marketing by serving a social hub for the city and offering a local alternative to shopping centres dominated by the national chains.

The company founded by David Griffiths, Dugbatey Teye and Michael Robertson is just a proposed concept with the goal to open in May 2022.

As mentioned, the client affirmed that STAXX will be primarily built with repurposed shipping containers with the goal to support new and local businesses through several private and short leasing contracts for them.

The main marketing objectives illustrated by the client to cover the launching of STAXX are:

- To create something unique for Aberdeen.
- To help small businesses to hit the ground running with short term to long term leasing at the venue.
- To have a variety of restaurants, bars, and events at the place.
- To target 25-35 years old customer market.

B. Design Sprint

During the first group coursework, we utilised Google Venture's Design Sprint process to realise the idea for our campaign.

This method consents to gather data, recommendations, and suggestions through five important stages to come up with a final idea to propose to the client.

The five different stages ordinarily take five days (Frechette, 2013), but we completed the first two during a class tutorial and the others three during a group meeting in the university.

Providing almost immediate feedback, the Design Sprint allows to determinate if a proposed solution is more likely to lead to failure or not and how to find the path to success more quickly (Banfield & Lombardo, 2015).

I am very grateful to have used this method because I found out an efficient and quickly strategy to create a campaign planning for the future.

C. Rationale

The client explicitly stated that STAXX’s plan is to target young professional aged 25-35 with disposable income.

We conducted research to confirm that the audience mentioned was indeed adequate.

Actually, NRS Scotland database showed that the 25-44 age group was the largest in 2020, with a population of 75,582. In contrast, the 75+ age group was the smallest, with a population of 16,241 (see Figure 1).

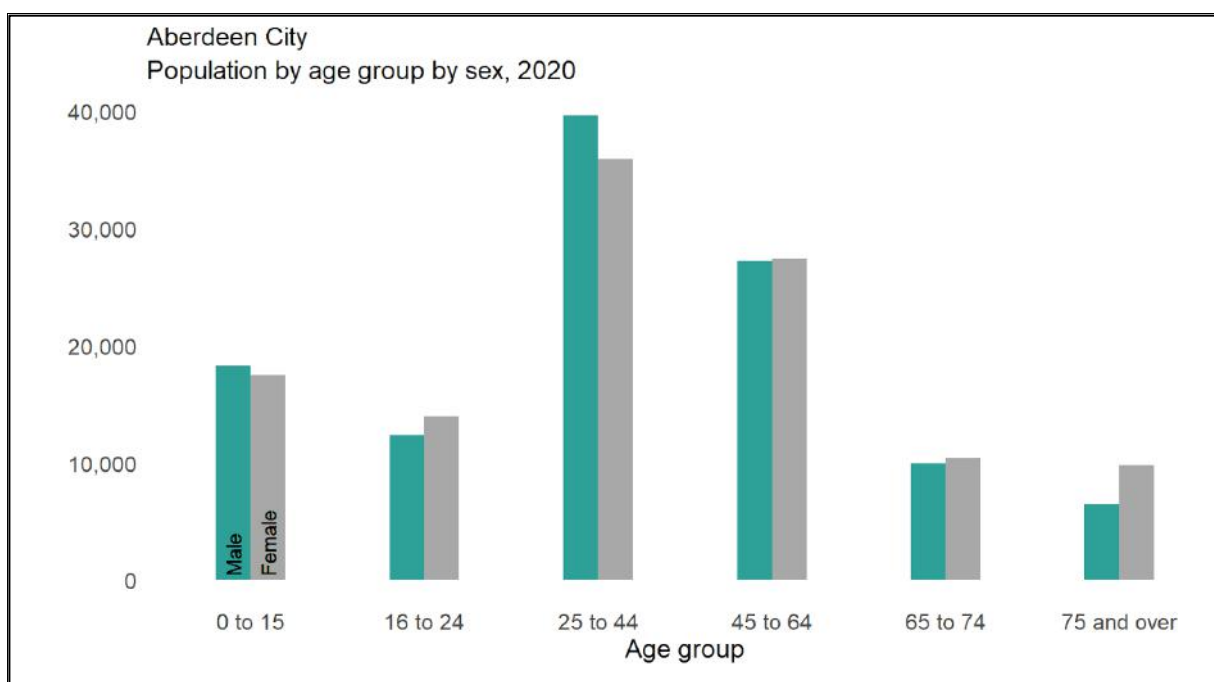


Figure 1 - Aberdeen city population by age (2020) Source: NRS Scotland & Aberdeen City Council, 2020

Furthermore, global research conducted in October 2021 shows that the average of Instagram’s users is between 25-34 years old and for Facebook is 31 years old (DataReportal, 2021).

Therefore, it is possible to conclude that Instagram and Facebook are the best social media platforms to focus on for the new opening launching because they are very attractive for the company’s TA.

D. The campaign

STAXX has required the realisation of a campaign for their initial opening. The goal of this campaign is to find the best way to promote the launch of the new venue, involving customers and vendors to participate in their new project.

During the last stage of the Design Sprint process and after having proposed multiple ideas, we used the 2, 5, 10 model to gather data thus identifying which was the most suitable opportunity to develop.

"Events stacked on events, stacked on events", the campaign that we chose, is a digital marketing campaign that aims to attract young professionals from Aberdeen to show them new ways to enjoy the city.

As mentioned before, the STAXX TA makes great use of social media, this is the reason why our campaign is focused on promoting the venue opening through social media and the launching of the STAXX prototype app.

We have decided to use advertisements on Instagram and Facebook by encouraging app downloads and the website visits.

Advertising on social media platforms also allows to increase the number of followers and to enhance the client's performance on these channels.

Building on this initial campaign, the company should also incorporate user-generated content, 5-star customers review and respond to clients' messages into its future strategy to gain better engagement and build a loyal clientele.

One important thing which I would like to point out is that only towards the end of the group coursework, I realised that the name of our campaign was probably too long and not strong and incisive enough, but it was too late to change it.

2. Group work

Our group was composed of two Scottish boys, one Bulgarian girl who has been studying here for years and two other guys.

I can not specify the provenience of the two other guys because they only came a few times and they never have collaborated in the development of the project, consequentially I never even had the opportunity to talk with them about their life.

It is well known that group work could be difficult.

Effectively, at the beginning, I was a bit disoriented and confused, because I already worked abroad speaking English, but this is the first time I am studying outside Italy.

As I said, when we started, I was shy and scared of saying something wrong in front of the other group members, since they are native speakers or speaking English every day for years.

Since the beginning, we tried to meet each other almost once a week to work together on the project and this was fundamental to create a good group atmosphere where everyone can collaborate with his/her own skills.

During the first part, we all cooperate comparing ourselves with the use of the Design Sprint process and writing the group report.

After this initial session, the other girl and I reviewed the report section by section for any changes or corrections, instead one of the other boys took care of putting together the final proposal document as he was the only one able to do it in the best way and in time for the deadline.

Despite my start, I enjoyed working within this group, day by day I felt more comfortable, and I also created a real friendship with the other girl. It was a nice experience where we had the opportunity to listen to each other and compare ourselves, having different backgrounds and different ways of working.

3. Prototypes

[Onedrive shared folder](#) here.

A. Social media ads

Knowing that over half of the world’s population is using social media platforms, they are a natural place to reach potential consumers (Newberry, 2018).

I decided to focus on Facebook and Instagram since, as mentioned before, they are the favourite channels of the STAXX’s TA.

I made two paid promotion adverts both for mobile and desktop devices to be shown on Facebook and Instagram (see Figure 2, 3). I used Photoshop to manage the size specifications.

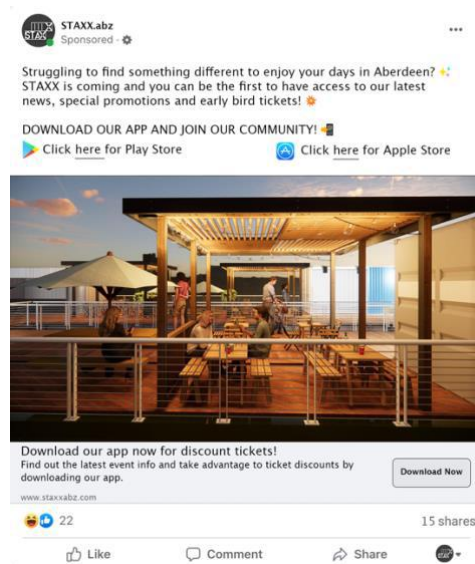


Figure 2 – Facebook desktop ads and Facebook right column ads

I realised these different ads since social media advertising provides huge conversions and sales increases with lower acquisition costs (BigCommerce Blog, 2021). In addition, another major benefit of social media ads is the

opportunity to have a wide range of formats and types to create different options that show your company in the light of your choice.

I only used Photoshop once during my undergraduate course in Italy, so when, at the beginning of this module, we started using it, I was very disoriented. Unfortunately, despite having followed every lesson trying to learn as much as possible, I have not had enough time in the past few months to really put in practice what we have learned on every Adobe program.

Therefore, initially when I opened Photoshop to create these ads I was confused, but, looking at other advert samples, I realised what I had to do, and I am satisfied with the result as it includes a clear and concise message accompanied by a bright colours venue's image which catch users' attention.



Figure 3 - Facebook mobile ads and Instagram mobile ads

B. Email marketing

Although the final group report did not mention anything about email marketing, when I started working individually and when this topic was

covered in the “Digital Marketing Strategy” module, I realised how important it could be to promote the STAXX app and the new venue opening by using email.

In fact, 99% of email users check their inbox every day, with some checking 20 times a day. 58% of them control their email as first thing in the morning (Santora, 2020). Additionally, the ROI produced by email marketing is about 4,200%, making this type of digital marketing one of the most effective options available (Forsey, 2020).

Based on these fundamental data, I decided to create two different email samples, still with Photoshop.

The first email promotes the “Big opening” event by using an explicit and direct CTA that entices users to click on it by going to the website to buy tickets.

Instead, to create the second one, I took a screenshot of one of my emails and I used it as a template to make a “Welcome mail” from STAXX to a newly registered user.

After struggling with Photoshop to produce the social media adverts, this second prototype realisation was easier to demonstrate that practicing with these different programs is quite important.

C. App prototype

As the launch of the new STAXX app is one of the key points the group report focused on, I decided to try developing a prototype with Adobe XD (link here: [App prototype](#)).

I never ever used this program before, but I found it very intuitive.

Prior to starting directly on Adobe XD, I realised a quickly and rough sketch on a paper sheet.

Like most of the app, I decided to insert a login/sign up section, accompanied by a hamburger menu that contains the main app sections.

My principal goal was trying to keep the user experience as simple as possible to be sure users can easily find what they are looking for. For this, I used several icons because they enhance usability and grab the user's attention (Williams, 2019).

Initially, I did not use backgrounds other than plain solid colours, since I thought they might be confusing, but at the same time when I finished creating each section, I realised that everything was a little bit flat.

For this reason, I have chosen to insert a blurred background, using the coloured stripes that STAXX uses on its website, thus creating movement and making the app more captivating.

D. Landing pages

To conclude, I also decided to include three different landing pages within my prototype materials.

Making the landing pages was the first thing I did when I started to work individually since I was worried about not being able to do it.

I have used Dreamweaver only once, like Photoshop, to realise one project during my Italian undergraduate course, so I was familiar with the general functions and tags of this program.

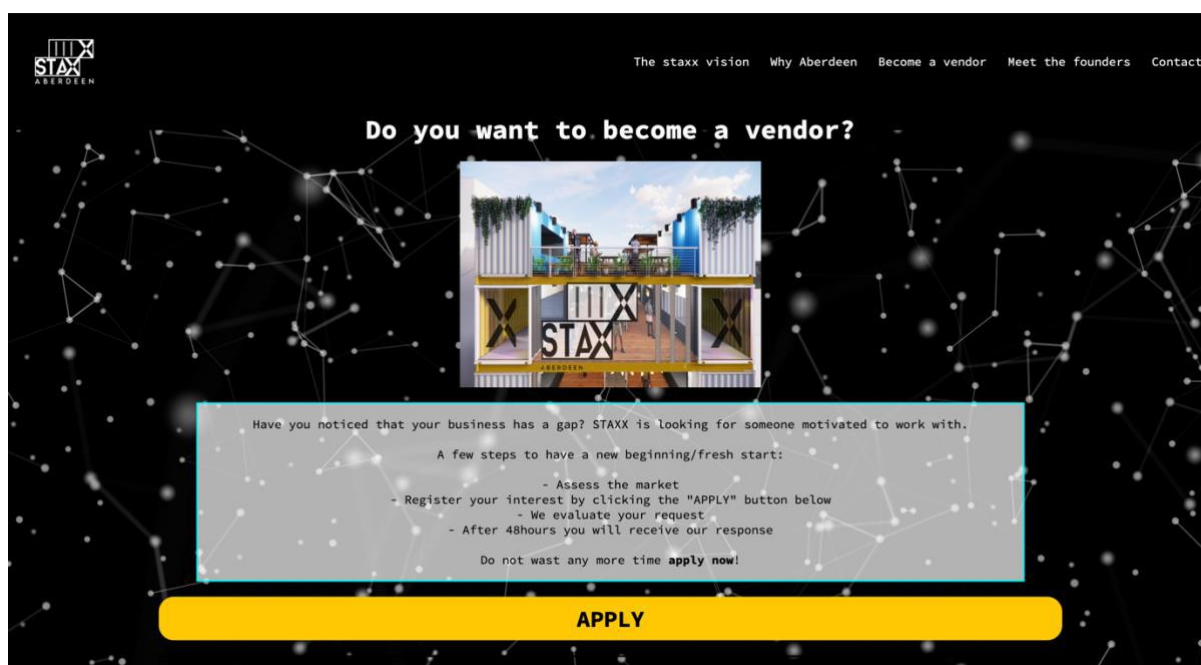
Despite this, when I started using it, I felt like it was the first time, because too much time had passed and, as I said before, I realised that these programs need to be used frequently to remember how they work and to be able to improve.

As I did with Adobe XD, I realised a paper draft of which elements I want to insert on each page and where.

The main difficulties I met on each page were aligning and collocating the elements where I wanted.

However, when faced with these “troubles”, I found very helpful to watch YouTube videos or read online articles explaining how to fix them.

Moreover, since 68.10% of all website visits in 2020 came from mobile devices and 28.90% from desktop (Enge, 2021), I tried to make the landing pages mobile responsive (see Figure 4).



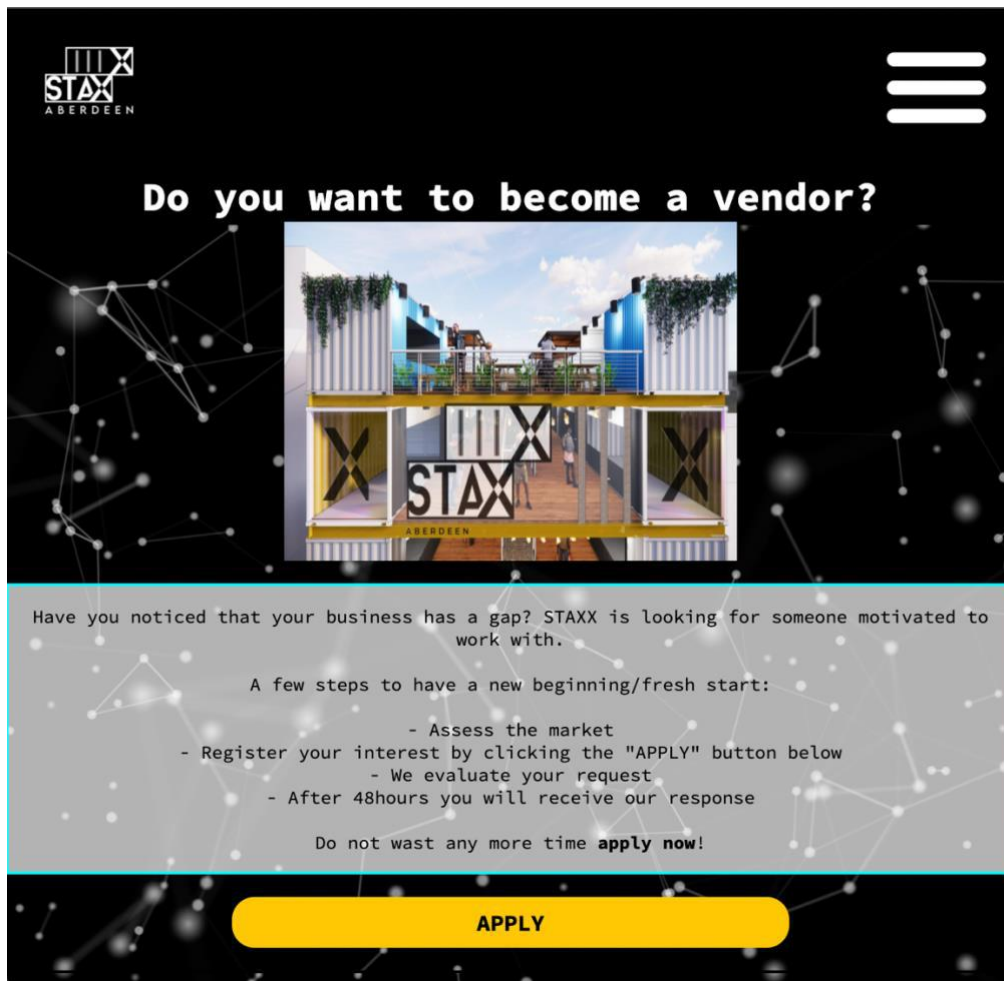


Figure 4 - Landing page desktop and mobile version

I have tried as much as possible to keep the style of the STAXX website (e.g. colours, fonts), furthermore, the three pages I created represent three important actions that users should take on the webpage (download the app, sign up, apply as a vendor).

At first, to be honest, I did not intend to create three different pages, but I did it because I really appreciate the way this program works, and I found it a great challenge for myself to be able to broaden my skills.

4. Future development

I still do not have a precise idea of what I will do in my future, but I am looking forward to putting what I have learned into a real work experience to better understand in which directions I want to move.

However, this module has given me general knowledge and confidence with several fundamental tools in the digital marketing field.

Surely, I will continue to improve my HTML and CSS skills, although at times I have found them frustrating, it has been very rewarding to be able to find a solution after persevering and for that I am proud of myself.

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Facebook desktop ads 1 - download app

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31.05.2022

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Buy your ticket in the NEXT 24 HOURS to get a special discount using the code STAXXBBQ 🎟️

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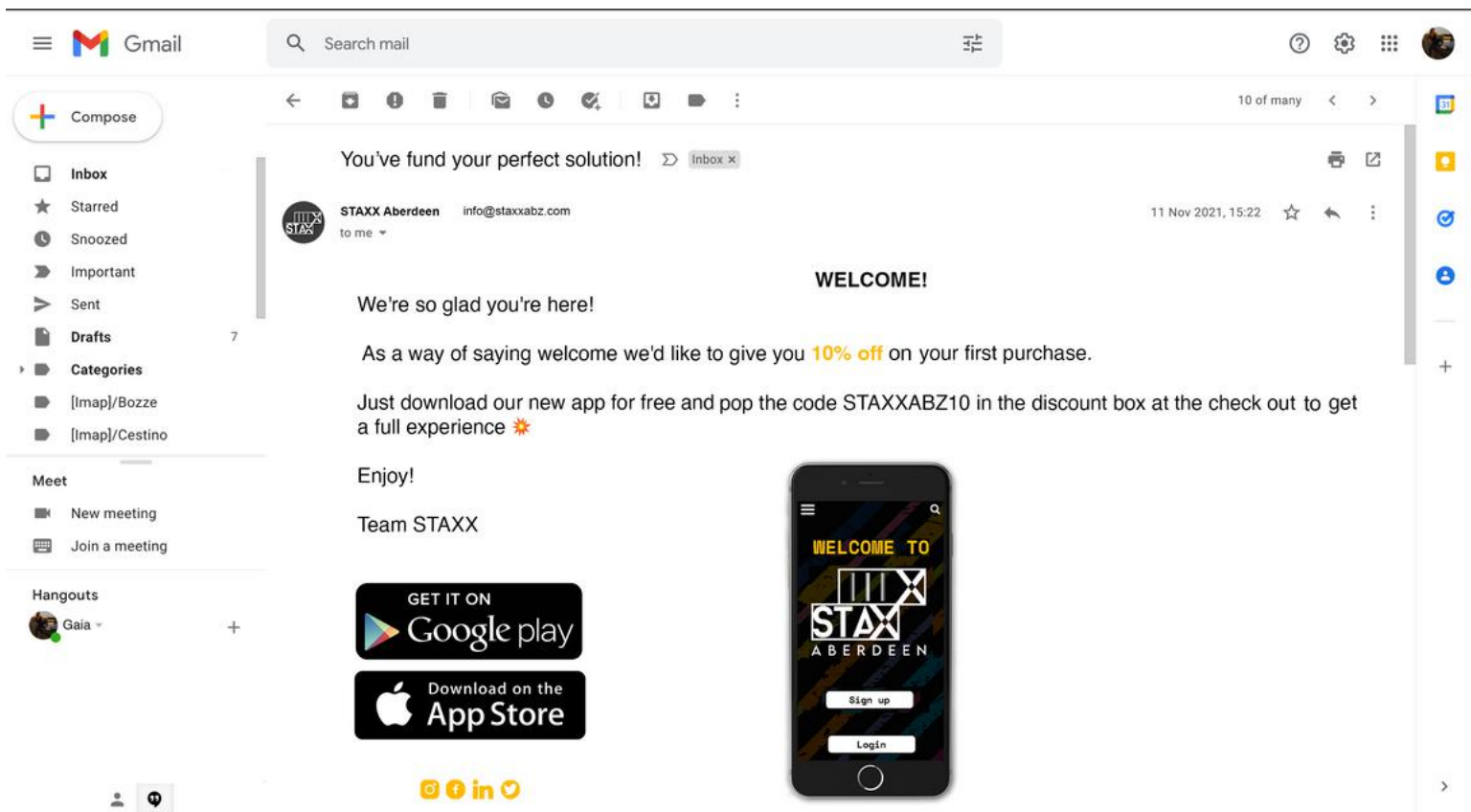
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Are you one of the hangry meat lovers out there? 🍷

If so come down to STAXX this Sunday for a special BBQ party 🍗

Welcome email example



Open event email example

STAXX
STAXX
ABERDEEN

BIG OPENING

10.05.2022

BUY TICKETS NOW!

Finally we are ready and we are just waiting for you!
A big event to celebrate our big opening with lots of music, fun and different type of delicious food.
All welcome!

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