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• communication design

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Makoto Grove Design Brief / Marketing Profile

BFA thesis project 2009

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Makoto Grove

Design Brief / Marketing Profile

Brand Profile	Makoto Grove
Project	The realization of an entire brand through the design process will help formulate and then bolster its philosophy and mission statement. *branding, marketing, and interior
Business Objective	Makoto Grove at it's heart is a culture shop—a retail location. But when combined with good design and positive energy it becomes a destination, an interaction. The store philosophy is Far Eastern culture meets Western fashion with an influence of music.
Positioning Statement/ Unique Selling Proposition	To be an acutely aware information outlet. Reminding anyone who interacts with us, including our target audience of “culture gatherers”, that their actions define their generation and our world. Looking the part is part of the solution, it is also where we can help the most. But playing the part is just as important and we can work on that together.
Demographic/ Audience	Primary: Information gatherers and social individuals ages 18-36. Secondary: The fashion extrovert, fashion independent. Tertiary: The main stream casual
Competition	Competition will stem from other close knitted fashion community shops and Mid to Higher end retail chains.
Location/ Marketing Objective	Industrial zoning: Plaza or Mall Space, Possible Internet and direct sales.
Service Cost	Design Services, Marketing, Production, and Promotion costs.
Brand Name	Makoto grove Makoto adjective Translates as: sincerity. Or a feeling of absolute frankness, free from the pressure of events. Grove noun [AS. graf, fr. grafan to dig. The original sense seems to have been a lane cut through trees. See Grave, v., and cf. Groove.] A smaller group of trees than a forest, and without underwood, planted, or growing naturally as if arranged by art; a wood of small extent.