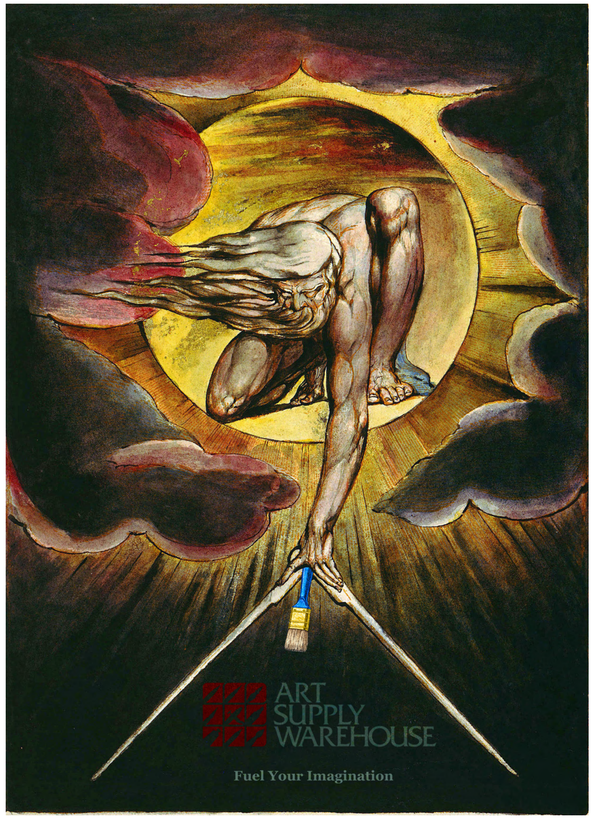
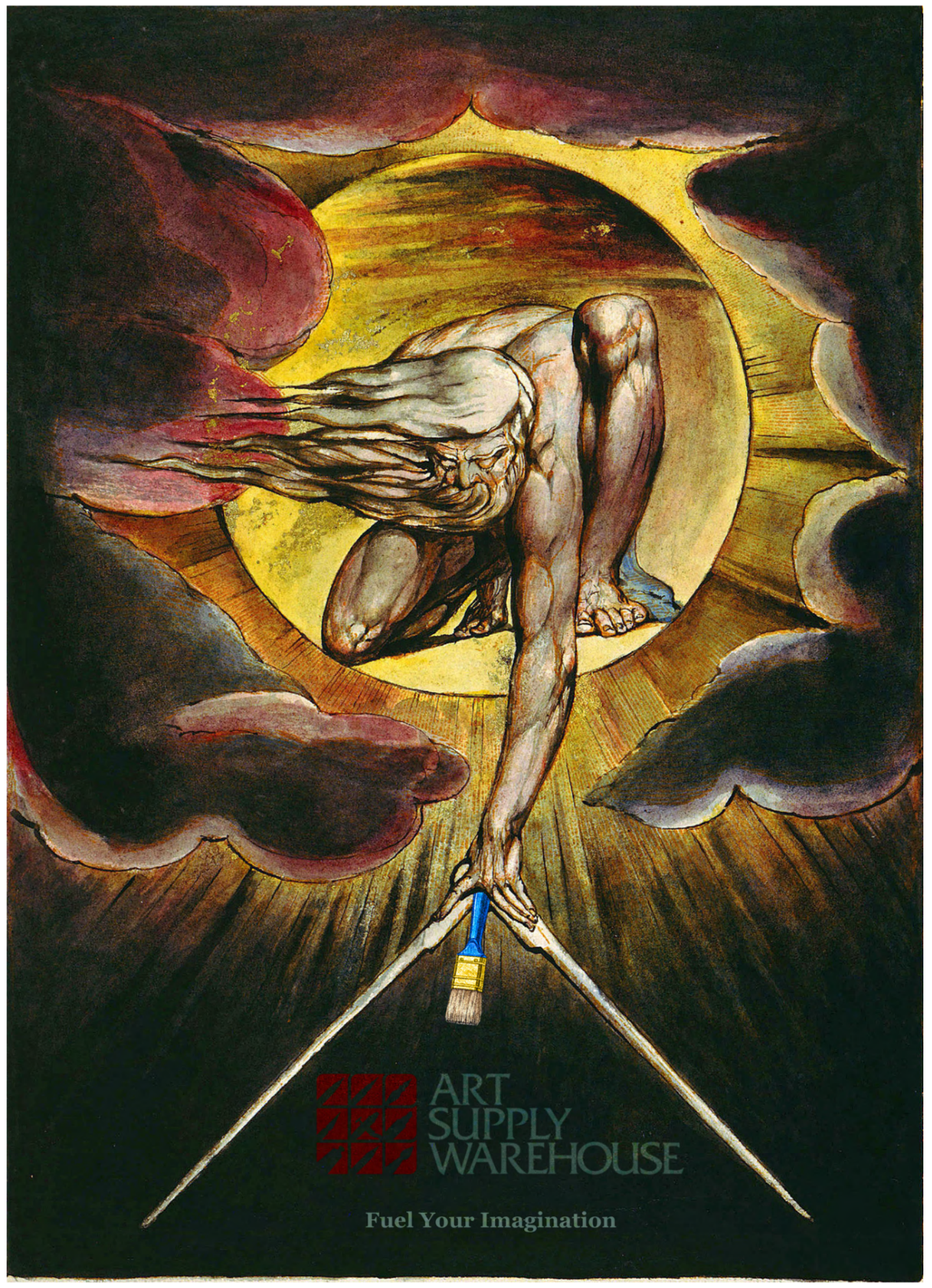

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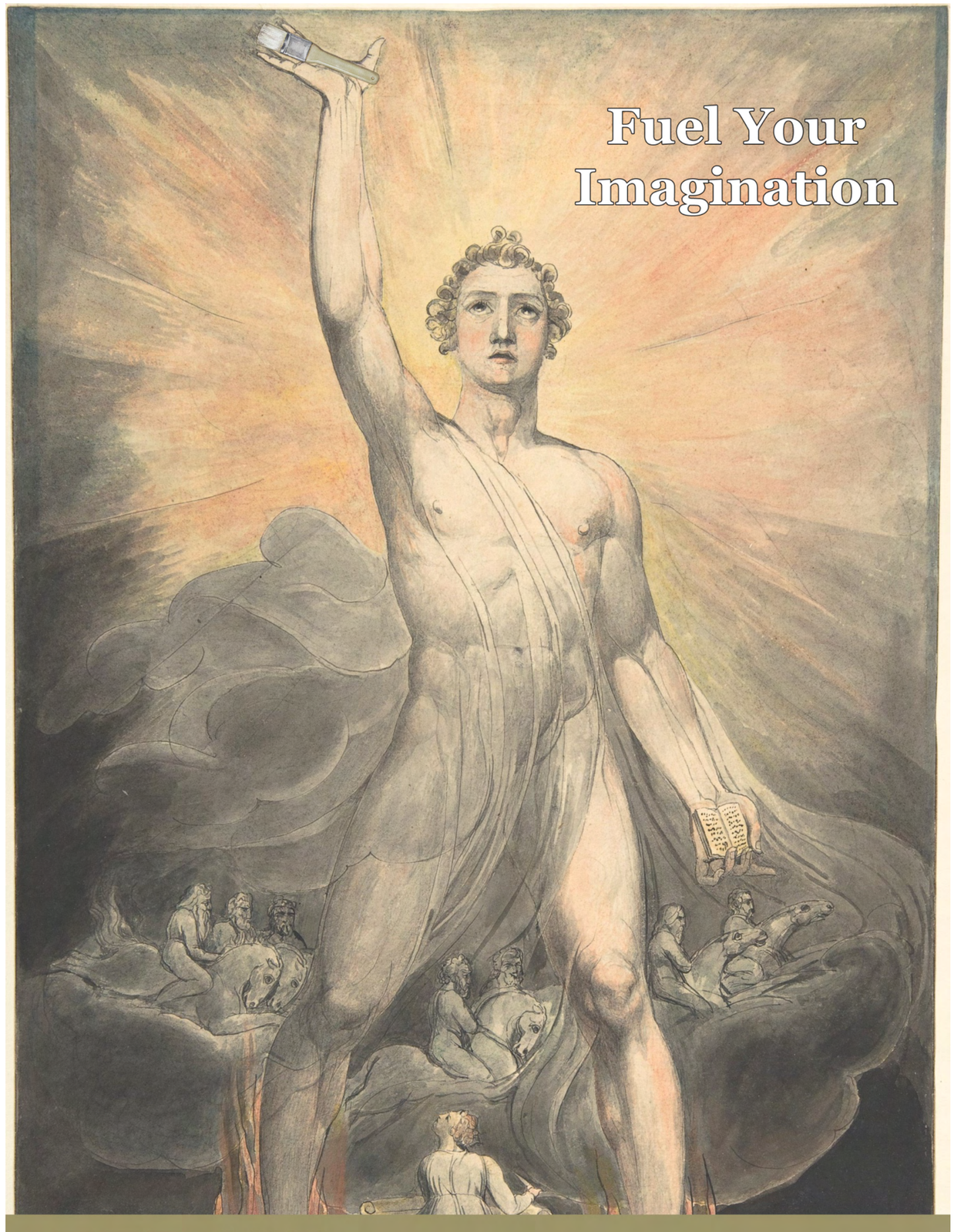


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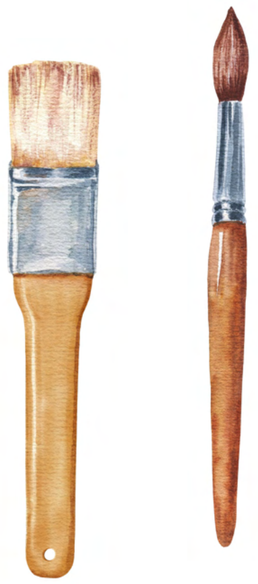




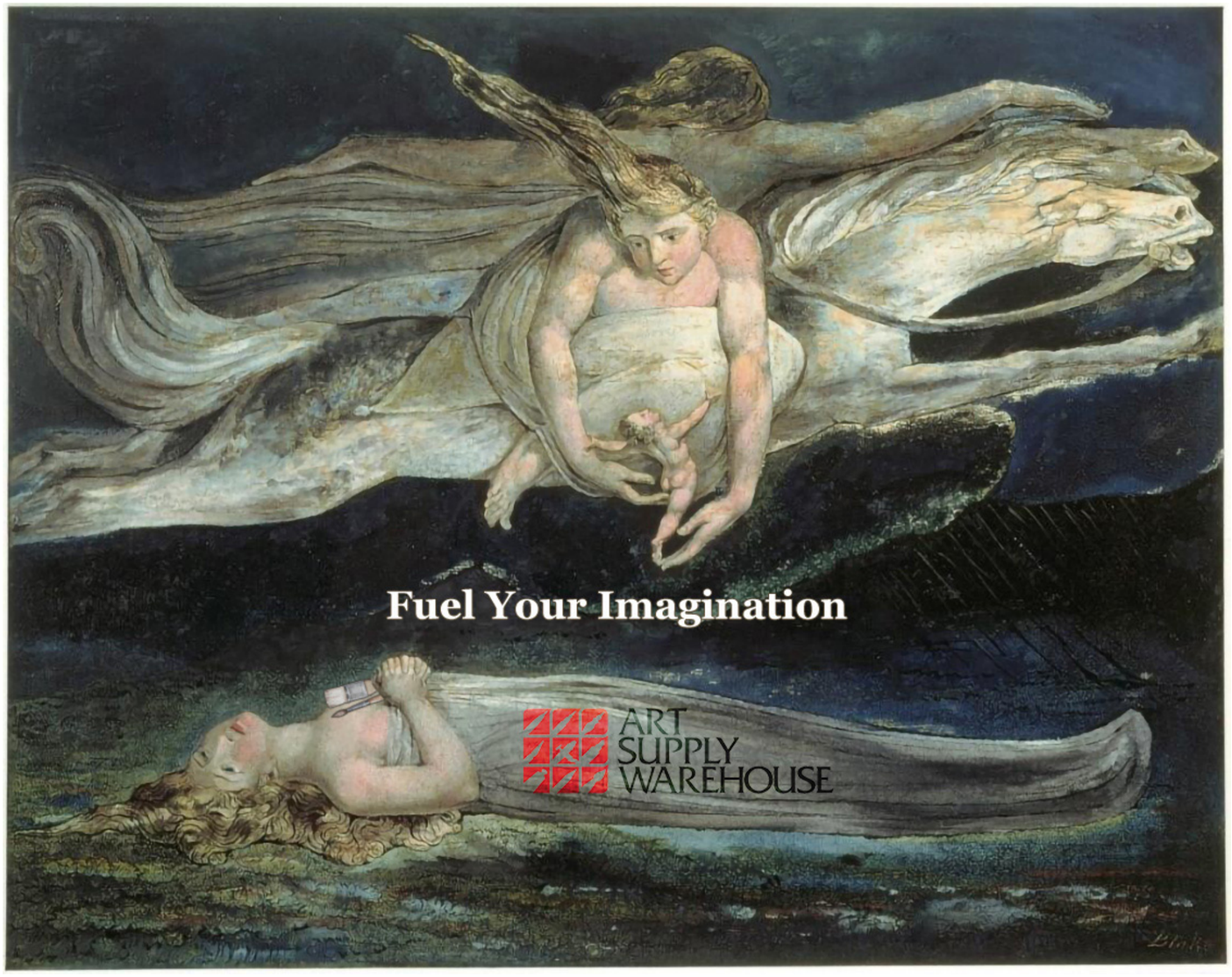
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SWOT Analysis: William Blake × Art Supply Warehouse Campaign

Strengths

William Blake and Art Supply Warehouse work well together. Blake is known for his creative and imaginative artwork. Art Supply Warehouse sells tools that help artists turn their imagination into artwork.

The Photoshop changes show the main idea of the campaign. For example, I changed the compass in Blake's The Ancient of Days into a paintbrush. These changes connect Blake's artwork to a modern art-supply company.

The tagline "Fuel Your Imagination" is short and easy to understand. It connects creativity, art supplies, and the strange images in Blake's work. Using it in all three ads also helps connect the campaign.

The campaign has consistent branding. The Art Supply Warehouse logo, red accent color, historical artwork, and repeated tagline make the three ads look like they belong together.

The ads also have enough differences to keep them interesting. They use different artwork, colors, figures, and layouts, but they still feel like parts of the same campaign.

The billboard, digital display, and magazine ad show how the campaign could be used in both print and digital settings. They also show how the ads might appear in the real world.

Weaknesses

The logo and tagline are not easy to read in every ad. In the first ad, the dark logo and small tagline are hard to see against the dark background. They may need to be larger or have more contrast, especially for people viewing the ad from far away.

The typography isn't completely consistent across the ads. The tagline changes in size, position, and style. Some differences are helpful, but making the text more consistent would help the campaign feel more connected.

The paintbrushes could be blended into the artwork more naturally. I could improve the lighting, shadows, colors, textures, and edges. These changes would make the brushes look more like they were part of the original paintings.

The billboard and digital display show the advertisements clearly. But the campaign doesn't include a website or online activity. Adding them would make the campaign stronger.

The campaign doesn't explain very much about William Blake. People who know his artwork may understand the idea, but other viewers may not. A short credit line or message could help explain.

Opportunities

I could expand the campaign by creating social media posts, animated ads, website banners, and mobile ads. An animation could show an object from Blake's artwork changing into a paintbrush.

I could create a campaign website where people could view the artwork, learn about William Blake, and buy the art supplies shown in the ads.

I could add more messages, such as "What will you create?" or "The tools behind every vision." These phrases would encourage viewers to take action and make the ads more persuasive.

I could add QR codes to the billboard, digital display, or magazine ad. The codes could take customers to products, art tutorials, discounts, or more information about the campaign.

This idea could become a larger series that includes other famous artists and different art supplies. Art Supply Warehouse could continue the campaign with new artists.

Threats

William Blake's artwork may attract more attention than the Art Supply Warehouse brand. People might remember the artwork but forget the company being advertised.

The logo and tagline may be hard to read when the ads are made smaller for phones or viewed quickly on outdoor displays.

Some viewers may not notice that the objects were changed into art tools. If the Photoshop changes are too small or difficult to see, people may miss the main idea.

Blake's artwork is in the public domain, but some digital copies of his artwork may still have rules about how they can be used. I would need to check the source of each image and give credit if needed.

The campaign uses the same tagline and similar Photoshop changes in all three ads. If I created more ads without adding new ideas, the campaign could start to feel too predictable.

Overall

Overall, I think my campaign meets the assignment requirements because it includes three connected advertisements, Photoshop compositing, consistent branding, copywriting, and both print and digital formats. I think the strongest part of the campaign is changing objects in Blake's artwork into modern art tools. If I revised the project, I would improve the Photoshop details, make the logo and tagline easier to read, and add a stronger website or interactive feature.

Billboard



Digital Billboard



Magazine


WHY MR GATTI'S?
WE'LL TELL YOU WHY!
FACT 1 PEOPLE LOVE PIZZA.
FACT 2 PEOPLE LOVE GAMES.
FACT 3 PEOPLE LOVE TO PARTY.
mr gatti's pizza
• 50 years of proven success. We've been doing this since 1965.
• All You Care To Eat Pizza, Pasta, Salad and Dessert Buffet, with daily hand made dough, fresh sauce, started 4 hours after tomatoes are harvested.
• Extensive Game Rooms featuring the latest in arcade and gaming technology
• Birthday Parties, Group Events, Fundraisers and School Field Trips
• Square footage ranges from 10,000 to 18,000 square feet.
• Secondary & Tertiary targeted trade areas with populations of 60,000 to 250,000
• Average household income of $55,000 to $80,000
• Smart investment for local community entrepreneurs and restaurateurs
• Be the "Hometown Hero" – Mr Gatti's has 50 years of memories and becomes the local hub for community gatherings
• The Family Entertainment Center market to increase to $61 Billion by 2027
• $2,462,081 in Gross Annual Sales*
(See Item 19 in Franchise Disclosure Document. Sales are not guaranteed)
FOR MORE INFORMATION VISIT GRITTISPIZZAFRANCHISE.COM OR CALL 817-203-8818
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CONVENTION
FEBRUARY 23-26
LAS VEGAS, NV
KEYNOTE SPEAKER
GARY VAYNERCHUK
IF YOU'VE HEARD OF GARYVEE...
...Then you know he's full of energy, insights and powerful strategies for growing brands and driving revenue in a unique and successful way.
GaryVee is the Chairman of VaynerX, CEO & Founder of VaynerMedia, and is a cutting-edge thought leader and social media pioneer. This February 24-27 in Las Vegas, NV, he will be addressing a crowd of over 4,500 franchise professionals at the International Franchise Association's (IFA) Annual Convention.
IFA 2019 is franchising's premier event for business development and professional growth. Want to get inspired, educated and entertained by GaryVee during this event designed for entrepreneurs in the franchise space? Don't delay and sign up today!
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that much more important. "We invest big in finding people, but there's an even bigger investment in keeping people," says Scudamore. "Once we've got them, we want to keep them forever."
To do that, the company launched a leadership-development curriculum in 2017. Employees and franchisees receive on-site training at least three times a year, with classes on subjects like financial literacy, public speaking, and hiring other top-level employees. "A lot of person, are scared of hiring that next person, because they don't know how to manage them," says Rymut, the Got-Junk? franchisee. "That was a missing component in the past. So they've just elevated the skill set among everybody in the organization over the past four or five years."
Justin Miller, a 36-year-old Wow 1 Day Painting owner (and former molecular biologist) based in Detroit, says the training helps him justify the 6 percent royalty rate he pays O2E. He'll bring in $1.4 million this year, so 6 percent is no small change. "I find myself growing exponentially as a leader and an entrepreneur," says Miller, who's also played a crucial part in internal pilot programs at the company. "They recognize that they're the guys in Vancouver, and not the guys walking into the customer's house."
Scudamore sees this as the way forward—investing in people, then trusting them to carry out his vision. Getting there was obviously a tough journey. "You need to let go," he says, reflecting on the company's earlier tumult. "[Entrepreneurs] have to let go of the things they're not great at. I thought I was a good operator, until I kept hearing that I wasn't."
And as for what's next? Scudamore has a vision of running 10 brands—but first, he'll have to whittle them down from what he says is "a list of a million ideas."
"What I can tell you is that it will be in home services," he says, "and it will be in ordinary spaces that we can make exceptional through customer experience." ■
J.J. McCorvey is a Jacksonville-based writer in Harlem, who covers entrepreneurship, innovation, and diversity issues.