



Erick Leon Design

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PROPOSAL

ROTA Content, Assets and promotion

Project ID: VODA-1-20

Prepared for:
VODA LLC

Proposal issued:
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Proposal valid to:
01/23/2020

A close-up photograph of a trumpet's valves and pistons. The image is split vertically: the left side is dark and shadowed, while the right side is brightly lit, showing the metallic sheen of the brass. The text is overlaid on the dark left side.

FIRSTLY

THANK YOU

FOR CONSIDERING US!

We take pride in making companies shine and deliver their values and message to their consumers. We understand that It's all about knowing your audience and giving them the opportunity to fall in love with your product. Making the Rota stand out and become the pinnacle of trumpet showmanship is the goal.

We will accomplish this by fundamentally understanding your consumer. Their wants, needs, hopes and desires. The consumers journey is crucial to keep in mind. How they will see or hear about the Rota all the way to the unpacking and installation period.

Making sure that the experience is fluid, intuitive and consistent at all parts is essential to making Voda's brand one that will be admired and talked about.

Creating beautiful memorable experiences is what we do best and we can't wait for you to see what we have planned if you choose to work with us.

Erick Leon
Creative Director

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WE BUILD

EXPERIENCES

Our team is more than designers, coders, videographers and photographers. We are problem solvers. We are researchers. We are your team. We will make your company stand out and make an impact at education institutions everywhere. Well where they have a band anyways. The plan is to make an enjoyable experience so your customers can make an extraordinary impression with their Rotas.

1 WHO ARE WE?

We are a group of passionate individuals who have a wide variety of tools, equipment and software at our disposal. You need the Rota shot on a particular background color? Done. Need High quality footage of the Rota? Done. Need a web page designed and coded? Done. Need high quality mockups? Done. We are capable of delivering great quality work using industry standard software and practices.



We think CREATIVELY

Making the Rota's content and assets fascinating is a must. Using the Rota's unique design and function will make creating content inspiring.



We stand for SIMPLICITY

It's all about your product. We are here to make sure that our designs enhances the Rota and nothing else. It's about being elegant and unintrusive in our approach.



We do amazing PROJECTS

We have worked on a handful of projects and we have delivered on all expectations. We tend to see increased traffic to our clients web pages, and a big smile on our clients face.



And we do it ON TIME

Deadlines and time frames are important to us. Letting you know exactly what stage we are on is even more important to us. You will always know what's going on and have constant updates.

2 | MAKING ROTA STAND OUT

“IT’S NOT A TRUMPET SPINNER. IT’S A ROTA”

We have a great chance to create a brand, a household name, a stance. But we have to first understand where the customers are and what they want. It’s imperative that we make ROTA look like a necessity in the band culture. We need to show how a team or school can out compete another. This is a simple outline but It should get the idea across.



CREATING INTEREST/ CONTENT



Show off the Rota with cool videos, promotions and ads. These ads will make people wonder and naturally want to try it themselves.



INTUITIVE TUTORIALS, INSTALLATION AND TIPS



Creating tutorials and mini “how to” booklets inside the packaging is crucial for a great user experience. This will make the Rota easier to use and recommendable.



CREATE URGENCY



We have to create demand. The messaging has to show how one or a team could potentially get an advantage in competitions. Or how you could improve your shows.

THE TARGET MARKET

The band Geek

Gender: Male, Female

Income: 10,000- 35,000

Age: 15-22

Region: United states

Marital status: Relationship, single

Education: High school/college

Responsibility: Dependant



LIFE STYLE

These are young adults who like to be themselves. They try to explore new avenues and always be one step ahead. They are at the point where they are starting to gain more independence and are now making their own decisions and finding out who they really are. Becoming their own person is key to their happiness.

PSYCHOLOGY

Age of identity exploration. Young people are deciding who they are and what they want out of work, school and love.

Age of instability. The post-high school years are marked by repeated residence changes, as young people either go to college or live with friends or a romantic partner.

Age of feeling in-between. Many emerging adults say they are taking responsibility for themselves, but still do not completely feel like an adult.

ADVANTAGE TO HIT

Becoming their own person is important for them. Self expression and identity are key to this stage in life. We have to show how the Rota can give them more freedom and expression in what they love most. Being in band! We have to entice some competition and make them understand with practice they can really stand out.

CHARACTERISTICS

The young adult period is characterized by rapid physiological, sexual, cognitive, and emotional changes. Many young adults also move into new adult roles and responsibilities: They may begin higher education studies, enter the workforce, move away from home, or start a family. They may be expected to accept responsibility for themselves legally and make decisions for themselves. The young adult period as "intimacy vs. isolation", describing it as the period when individuals often begin intimate relationships after developing a sense of identity.

3 | RECOMMENDED SERVICES

... AND WE'D LIKE TO DO THEM PERFECTLY



ROTA

THE WORLDS FIRST TRUMPET SPINNER

Add a little sizzle to the steak during a performance with the worlds first Trumpet Spinner. A hand-held attachment accessory that enables a musician to spin the trumpet in any direction! Bring the legendary jazz move to the performance today!



LET'S CREATE SOME HYPE AROUND ROTA

We will show you our core motives in how we will create interesting and clean content. Nothing else. Nothing more. Rota is the focus and selling product is the goal.

THE CONTENT / ASSET CREATING APPROACH

Where logic and emotion meet. Core motives.

A balance of **emotion** and **logic** must be met to ensure that their impulse buy is validated by use and functionality. The Rota they are proud to buy and can't wait to use.

Strictly Logic (not applicable): People will see the product or service in black and white and compare you to others who could potentially have a better or cheaper product.

Strictly emotion: People will make an impulse decision and might end up regretting it ultimately despising your company and brand.



THE EMOTION (CONFIDENCE)

Belief in one's own abilities, status, origins, reputation, or communities.



THE MESSAGE (STAND OUT)

Trumpet players can now be part of the show and the flash when it comes to band performances.



THEIR INTEREST (BAND/TRUMPET)

Know the consumers interests and use them to create attractive content.



THEIR NEEDS (IDENTITY)

Giving band people one more thing to get good at. One more thing to be proud of.



VARIETY (SCENARIOS)

Not everybody is in band but you can still own a rota and impress wherever you are.



PURPOSE (COMPETITION)

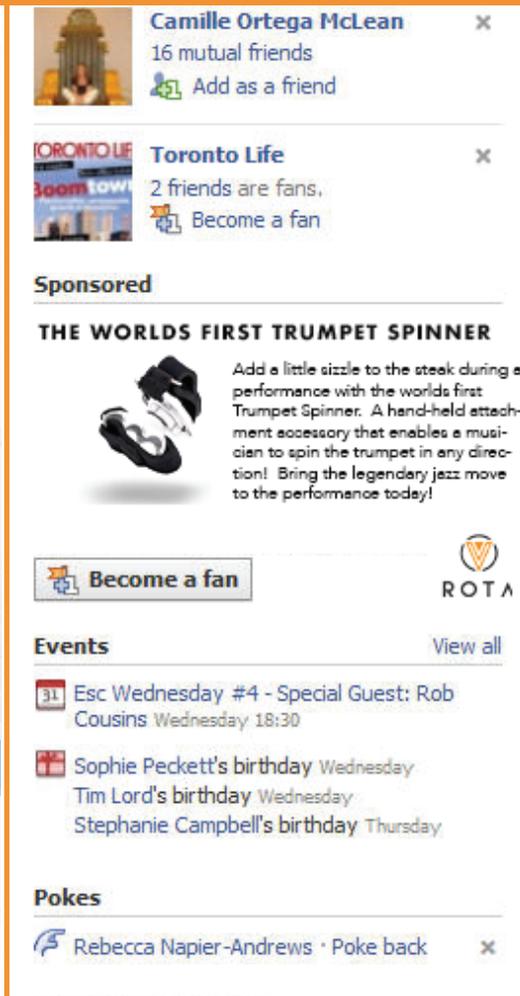
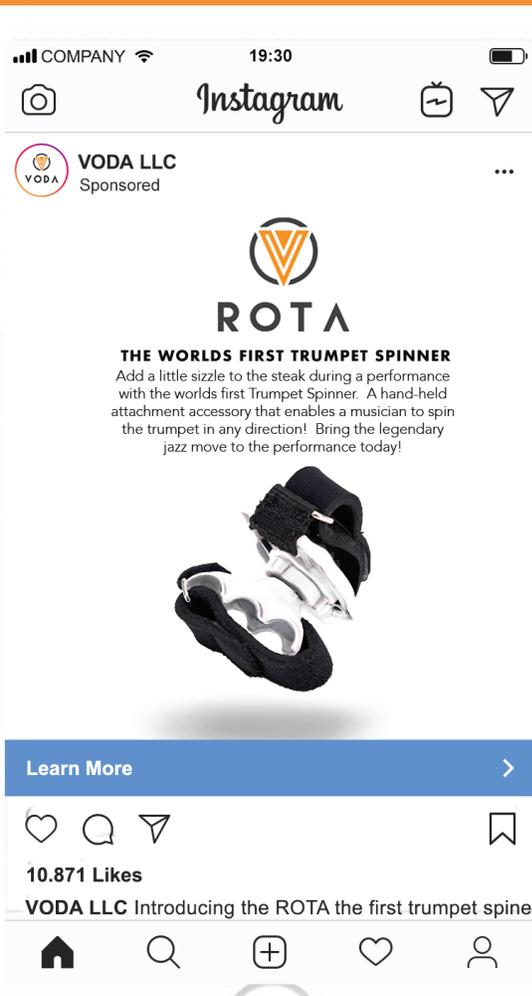
Winning shows, and getting an advantage in performances for judges.



People will always be redirected to buy a ROTA from your website.

4 | 3 AD DIGITAL CAMPAIGN

COMMUNICATING TO YOUR AUDIENCE



AN ADAPTABLE, FLEXIBLE, COHESIVE CAMPAIGN

When people see your product you want to make sure the first impression is well developed and meaningful. Our approach will be to create a modular campaign that will be able to fit on all platforms like twitter, Instagram, Facebook banners and even print publications.

NOTE!

This one ad is made for demonstration purposes. The campaign will contain three ads and be more thought out.

5 TUTORIAL VIDEOS

CREATING A SEAMLESS INSTALLATION PROCESS

Show how to put on the rota, mouth piece grip and band.



CREATING AN ECOSYSTEM PEOPLE CAN TRUST

When people first see your product they will look up info on it. Before a consumer purchases a product they like to see how it will integrate into their lives. How easily it will be to put on and take off. When Voda creates a video for the ROTA it will increase validation and trust.

NOTE!

This thumbnail is not representative of the final video, location or actors.

6 INSTRUCTIONS

CREATING A SEAMLESS INSTALLATION PROCESS



CREATING AN ECOSYSTEM PEOPLE CAN TRUST

Its important that brand of VODA is represented everywhere. This will create a memorable experience and raise company awerness. When you work with us we make sure all aspects of design scream VODA. Intuitive instructions and online options should be available.

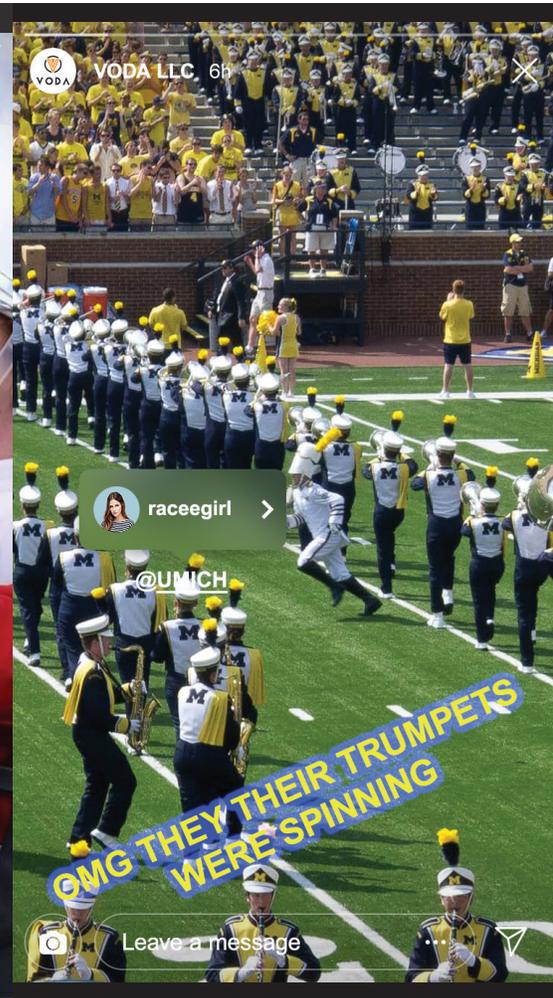
NOTE!

This mock up and it's design does not represent the final instructions. It was created for demonstration purposes.

7 SHOWCASE/CONTENT

CREATING A COMMUNITY AROUND ROTA

User submissions, shout outs and funny social media commercials



CREATING AN ECOSYSTEM PEOPLE CAN TRUST

This is how potential customers and current customers come together. It will give people a reason to use their ROTAs to practice and keep others involved with tips, new techniques and new moves.

NOTE!

This thumbnail is not representative of the final video, location content or actors.

PRICING AND PLANS

The model to make the ROTA shine

VODA will be given weekly updates on the progress of each project. This can happen through email or video calls.

Your best interest: We are dedicated to making sure everything we make will be copyright free and completely original content. You will have all rights to what we make and it will be VODA's intellectual property.

Ready for you: If you ever need advice or guidance we will be able to help and give our best opinion. We are well trained in brands and strategy.



AD CAMPAIGN

-\$600.00 for campaign
-\$25.00 for platform change Or \$150.00 monthly retainer



PACKAGING INSTRUCTIONS

-\$150.00 for in package instructions



TUTORIAL VIDEO

-\$300.00 for instructional video for ROTA installation



COMMERCIAL

-\$300.00 per 15 second commercial per platform



RETAINER

This means I will be readily available for changes and modification of content at a moments notice.



ANYTHING ELSE

If anything else is needed to be created or designed I can price it when the time comes.



VODA

SPIN IT TO WIN IT

