

STRATEGY OF COMMUNICATION



PUYBONNIEUX FRANCK
LEGER JORIS



Summary

Introduce

Part 1

Analysis and
research

Part 2

Customer
imagination

Part 3

Management
Plan

Part 4

Creation

Analysis and research

Nothin'Goes Right
Before Christmas

Le parfum des mots

Diveo Média

Whisperies

For the four sites:

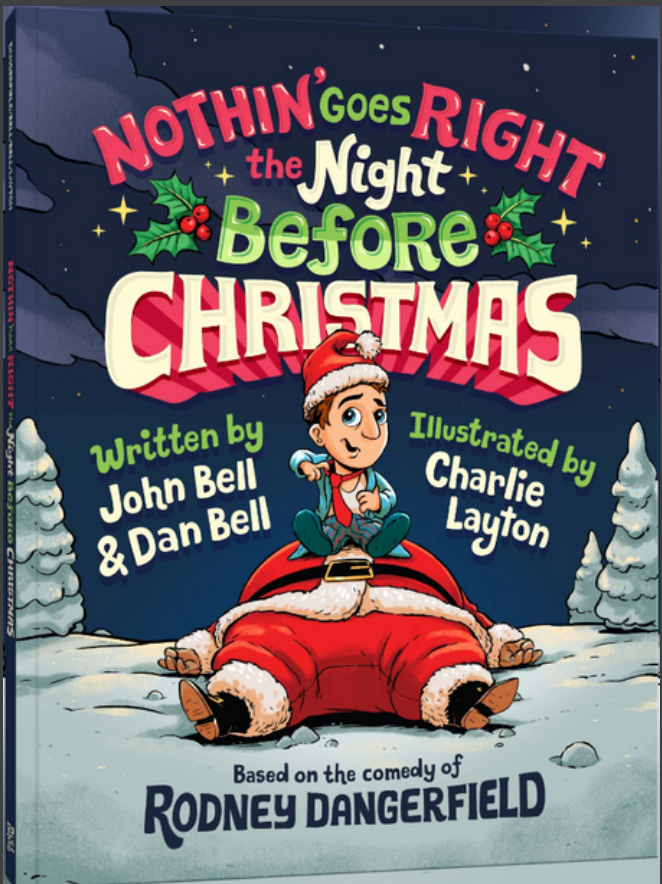
- Editorial criteria
- Ergonomic criteria
- Graphic criteria
- Functional criteria
- Positive points
- Negative points

Le Parfum des Mots
– Manga Berugi

Le parfum des mots

Nothin'Goes Right Before
Christmas

Diveo Média



Whisperies



Gucci Gift
2017

CoreBook^o

For the four sites:

Editorial criteria

Ergonomic criteria

Graphic criteria

Functional criteria

Positive points

Negative points

why we chose it

Corebook

Corebook°

Gucci Gift 2017



Customer
imagination

Alberto



Nature has so much to give

Age: 29 years old

Profession: Veterinarian

Place of residence: Western Pyrenees

Curious

Exemplary

Resourceful

Sociable

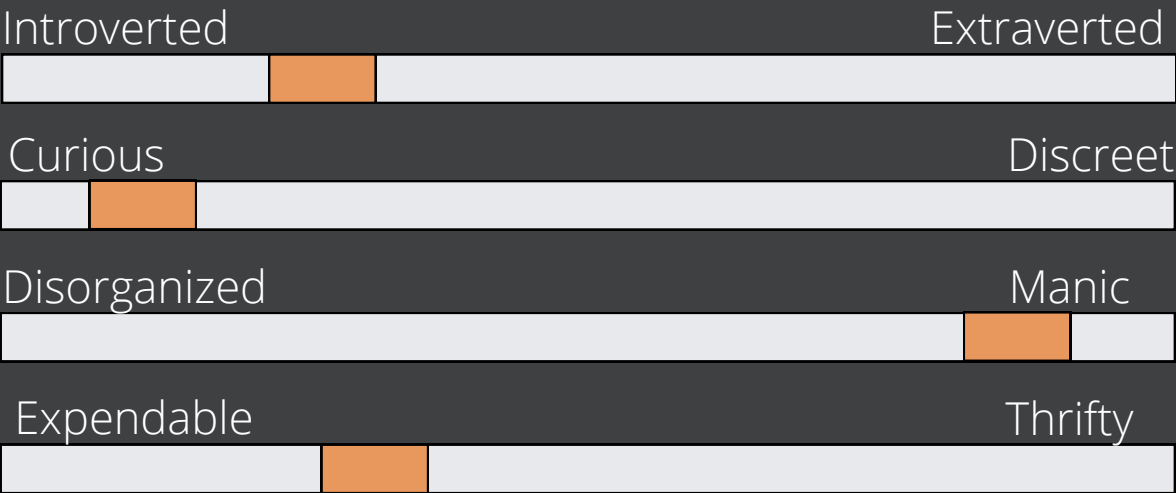
Bio

Alberto is a renowned veterinarian, who loves animals and his work. He needs to lose himself in a fantastic universe, while remaining connected with his own universe. Passionate about nature, he likes to learn about new species, real or fictional.

Objectives

- I would like to be immersed and learn new species
- Have some examples on any species
- Simple, not too cluttered.
- Detailed information about species.
- Curriculum on developers' ideas.

Personality



Frustations

- No description, no example.
- No image available.
- No immersion
- Not in harmony with the book

Interest

Nature, Animals, Plants

Favorite music

Bakermat - Baiana

Favorite movie

Pirates of the Caribbean

Charles



The world has no inner beauty without art

Age: 18 years old

Profession: Art student

Place of residence: Marseille

Curious

Sociable

Artistic

Creative

Bio

Charles is a man who loves to discover everything around him, he doesn't like to waste time and dedicates his life to art and exploration in order to get inspired. His goal is to expand his style but first he looks for it. He loves fantasy.

Objectives

- I would like to be immersed and learn new graphic styles.
- To have a preview of the ideas that the developers have had.
- To have opinions that could make me want to
- To know the curriculum that the illustrator has followed.

Personality



Frustations

- Not having a singular design.
- No access to the illustrator's sketch, plan, image for inspiration.
- No immersion
- A design copied and not imagined

Interest

Creation, Design, Animation, Art

Favorite music

OneRepublic - I Ain't Worried

Favorite movie

The Hobbit, an unexpected journey

Management Plan

Draft communication strategy

1

Objective

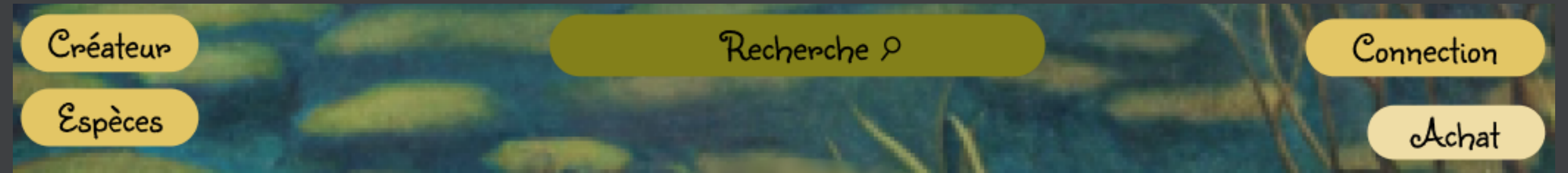
2

Type of site

3

Strategy

Creation



color

typography

Créateur

decor

illustration



Thank !