

# FOA Ad Campaign Process Book

RICHARD  
BAUNNER  
DESIGN



This book shows my process of creating an ad campaign for a local arts foundation. The first step of my process is to research the brand or company that I am creating for. This is to get a better feel and understanding of the company, and also to identify any potential weaknesses in the brand. In this case, I noticed that social media acknowledgement and understanding was a bit lacking. Aside from this, the foundation was a sort of blank slate for me to start with. Shown in the next couple of pages are screenshots I took while in the research phase of the design.

# STEP ONE- RESEARCH

## WHO WE ARE

### OUR MISSION


To enhance the quality of life of our community through the arts.

### OUR VISION

To be a vital part of a strong, vibrant community that recognizes the importance of the arts.

### OUR VALUES

- We value good stewardship and our community's trust.
- We value the task of providing learning opportunities for children and adults.
- We value accessible, high-quality activities centered around the arts.
- We value a nurturing environment that fosters creativity, self-expression, and growth.



Located in the heart of historic downtown Jonesboro, The Foundation of Arts is a non-profit organization, open year-round, offering community enrichment through [arts education](#), [community theatre](#), and [outreach](#).

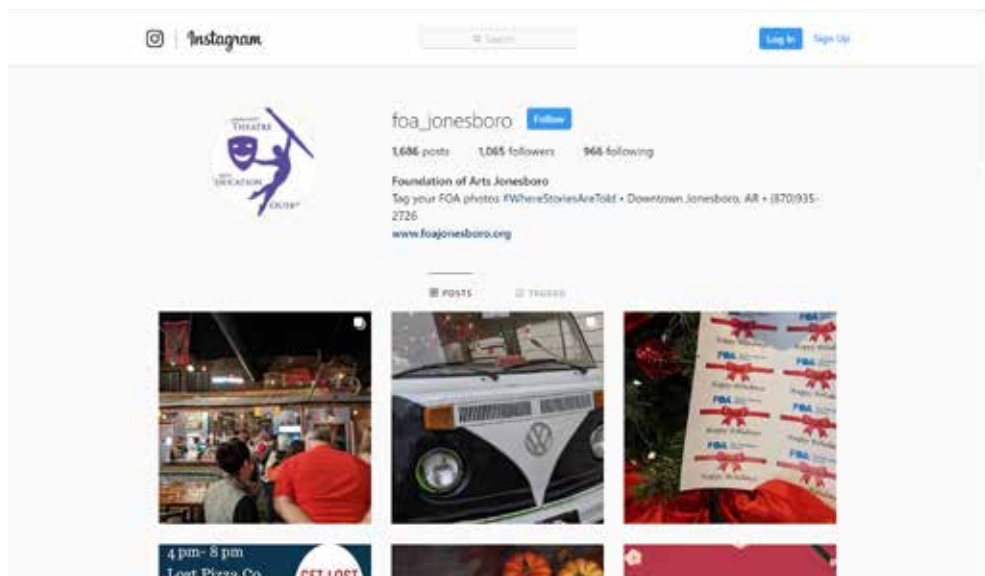
The Foundation of Arts is the "fourth porch" of our community. It is a gathering place, a visitor attraction, a landmark, and an anchor for the arts. We exist to educate and deliver a message that will encourage people to consider their own purpose and embrace diversity. We are not just a center for creativity, but also a bridge connecting the past, the present, and the future.

#### Who We Are

- The Staff of the FGA
- FOA File Cabinet
- Board of Directors
- History

#### Community Theatre

- Education
- Outreach



The screenshot shows the Instagram profile for 'foa\_jonesboro'. The profile picture is a logo for 'THEATRE EDUCATION OUTREACH' featuring a stylized figure. The bio reads: 'foa\_jonesboro', '1,686 posts', '1,065 followers', '966 following', 'Foundation of Arts Jonesboro', 'Tag your FGA photos #WhereStoriesAreTold • Downtown Jonesboro, AR • (870)935-2726', and 'www.foajonesboro.org'. The posts grid includes a photo of a bar scene, a photo of a Volkswagen van, and a photo of a Christmas tree with 'FOA' gift tags.

# STEP ONE- RESEARCH

← **FOAJonesboro**  
325 Tweets



⋮ Follow

**FOAJonesboro**  
@foa\_jonesboro

Our mission is to enhance the quality of life of our community through the arts.

Tweets ending in KP are from Artistic/Executive Administrator, Kristi Pulliam

📍 Downtown Jonesboro, AR 🌐 [foajonesboro.org](http://foajonesboro.org) 📅 Joined September 2014

444 Following 380 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

 **FOAJonesboro** @foa\_jonesboro · Sep 4, 2018

Come eat some pancakes with us tonight! Mention you're with the FOA and we'll receive 20% of the proceeds!



As I continued to move throughout my design process, I came to the idea stage. This is a stage where I simply create rough computer renderings of numerous possible ideas I have in my head. Getting these ideas out of my head and onto the computer help me visualize them and recognize any instant problems I may have. Shown over the next six pages are rough renderings of my ideas in this stage of the process. I also began to consider social media during this stage. The seventh and final installment of this phase shows a list of post ideas for Twitter.

# STEP TWO- IDEAS



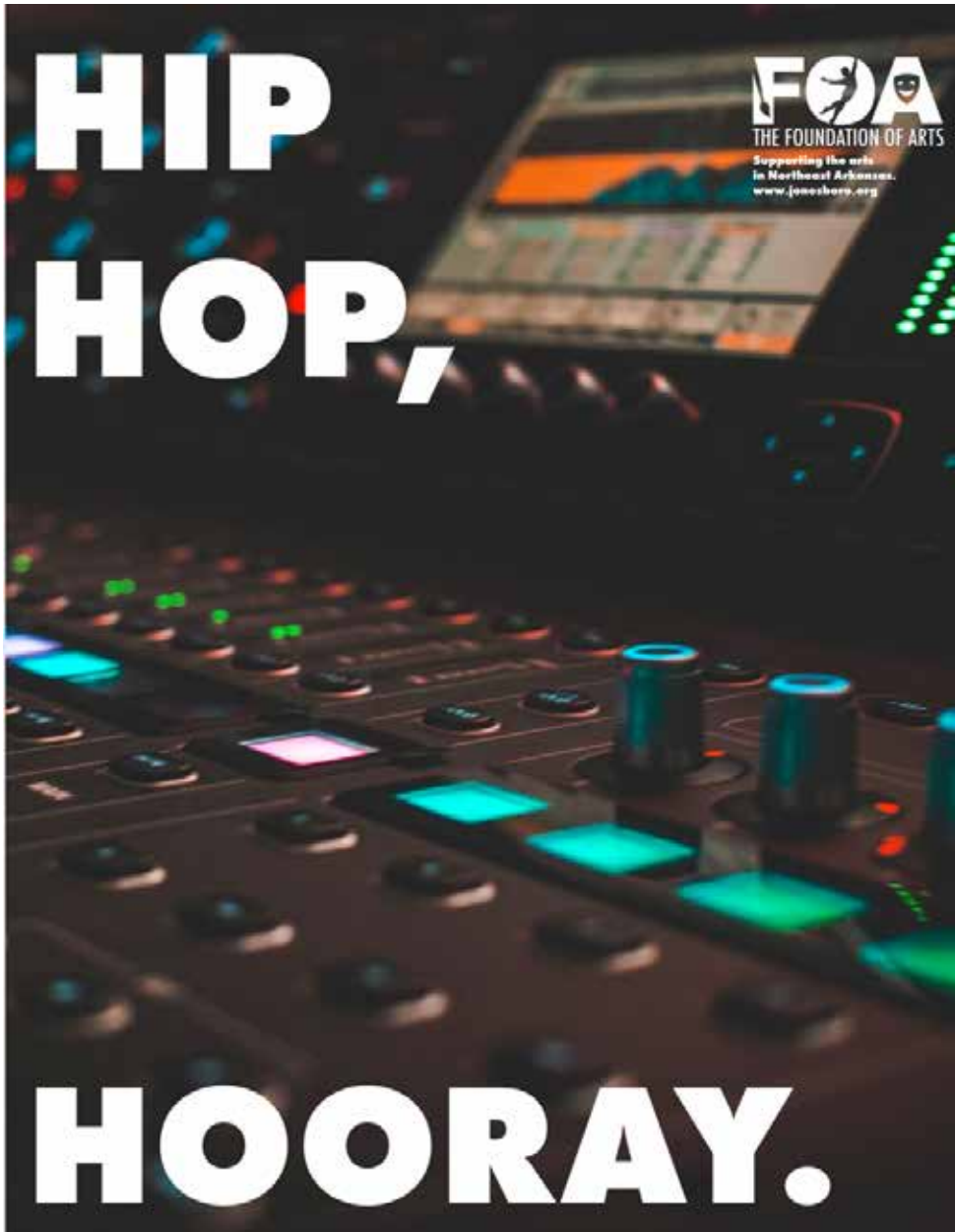
Oh



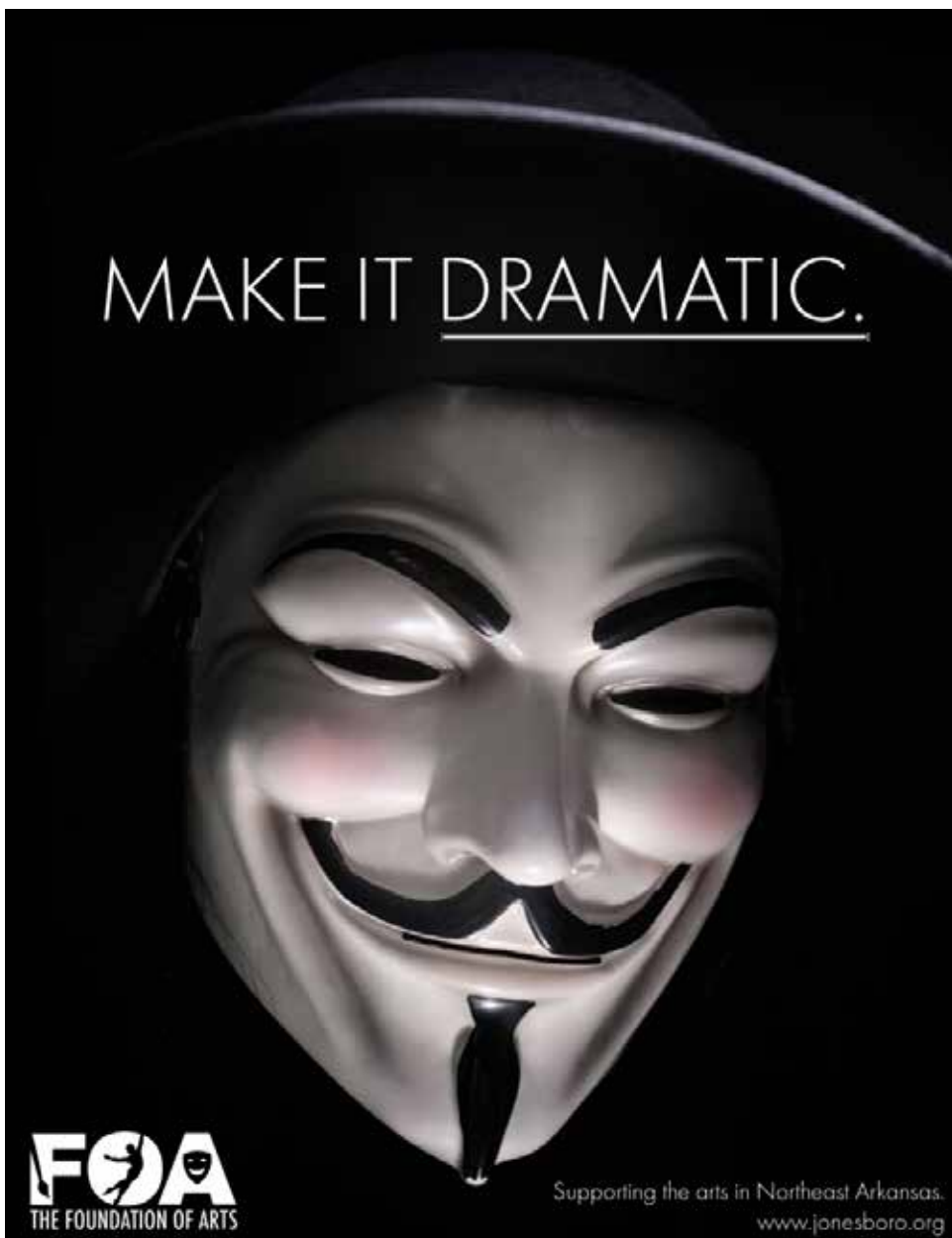
Snap.

Supporting the arts in Northeast Arkansas.  
[www.jonesboro.org](http://www.jonesboro.org)

# STEP TWO- IDEAS



# STEP TWO- IDEAS

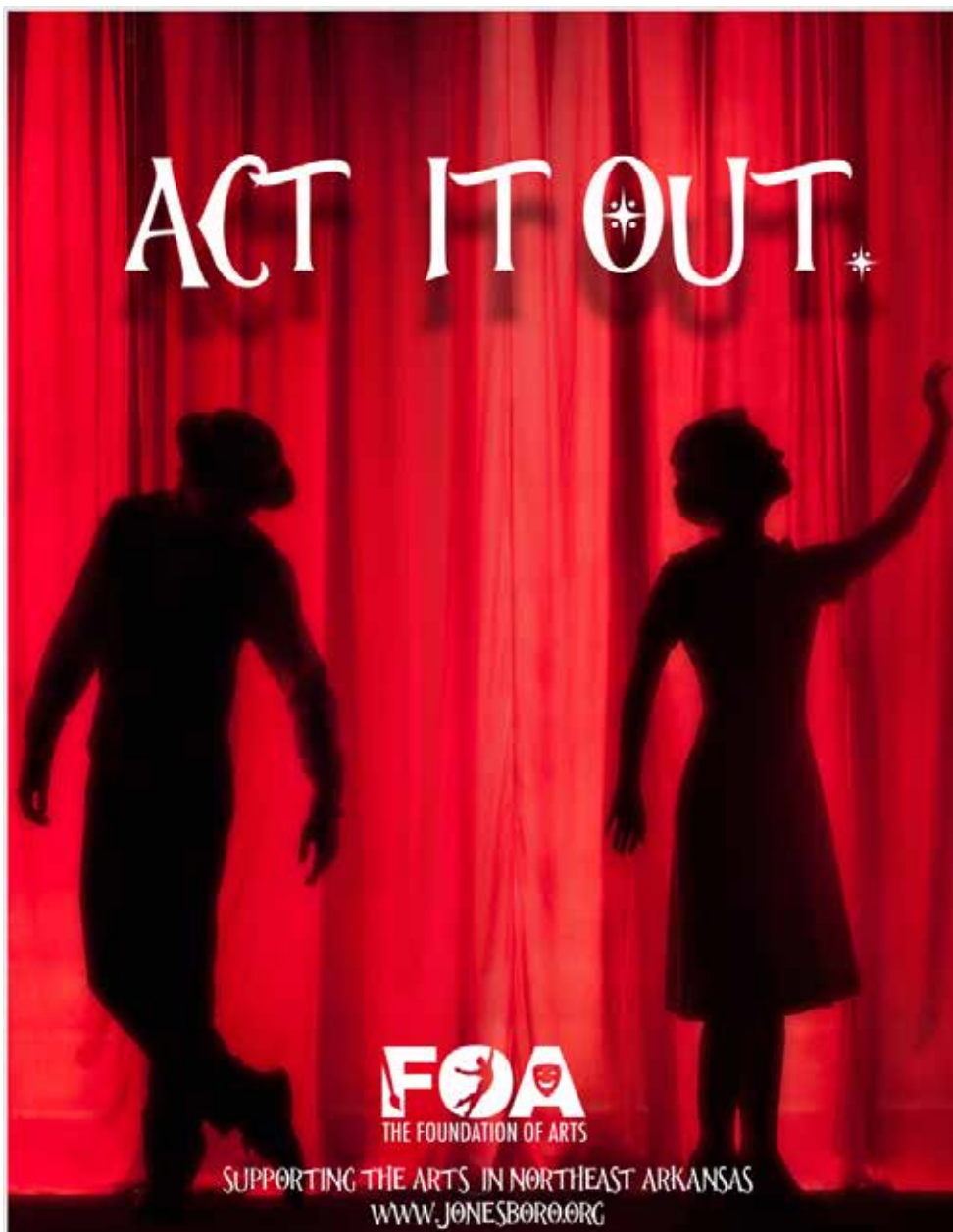


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# STEP TWO- IDEAS



# STEP TWO- IDEAS



## Curating a *Cultured* Community

Supporting the Arts in Northeast Arkansas  
[www.jonesboro.org](http://www.jonesboro.org)

# STEP TWO- IDEAS

ART,  
CULTURE,  
COMMUNITY.

Supporting the Arts in Northeast Arkansas.  
[www.jonesboro.org](http://www.jonesboro.org)



**FOA**  
THE FOUNDATION OF ARTS

# STEP TWO- IDEAS

8. New Ideas, new friends, same of method. Take one of our painting courses and learn how to make your favorite art. [www.jonesboroFOA.org](http://www.jonesboroFOA.org)

9. Remember, remember, the 5th of November... (has acting classes) #ForVendetta

10. Put on your dancing shoes. New dance classes every week. #FOAclasses

11. Check one two, check one two... is this thing on? Hip-Hop classes every Tuesday and Thursday will help you figure that out.

12. oh SNAP. Our new photography course has just begun... join us today at [www.jonesboroFOA.org](http://www.jonesboroFOA.org)

13. Art is hard (find phrase to replace art is hard). It doesn't have to be. Find out more at [www.jonesboroFOA.org](http://www.jonesboroFOA.org)

14. Jumping into painting can be daunting. Let us help ease you into it.



15. Hip, hop, a hip to the hop. #SugarHillGang #throwbackthursday



woo this a good one chief

16. Art is \_\_\_\_\_. Come see our student's answers hung in our lobby! #Arts1

17. It's not lying if you're acting. We can help with that. #onesboroFOA

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4 @DavidMason helping our students paint some of their latest work.



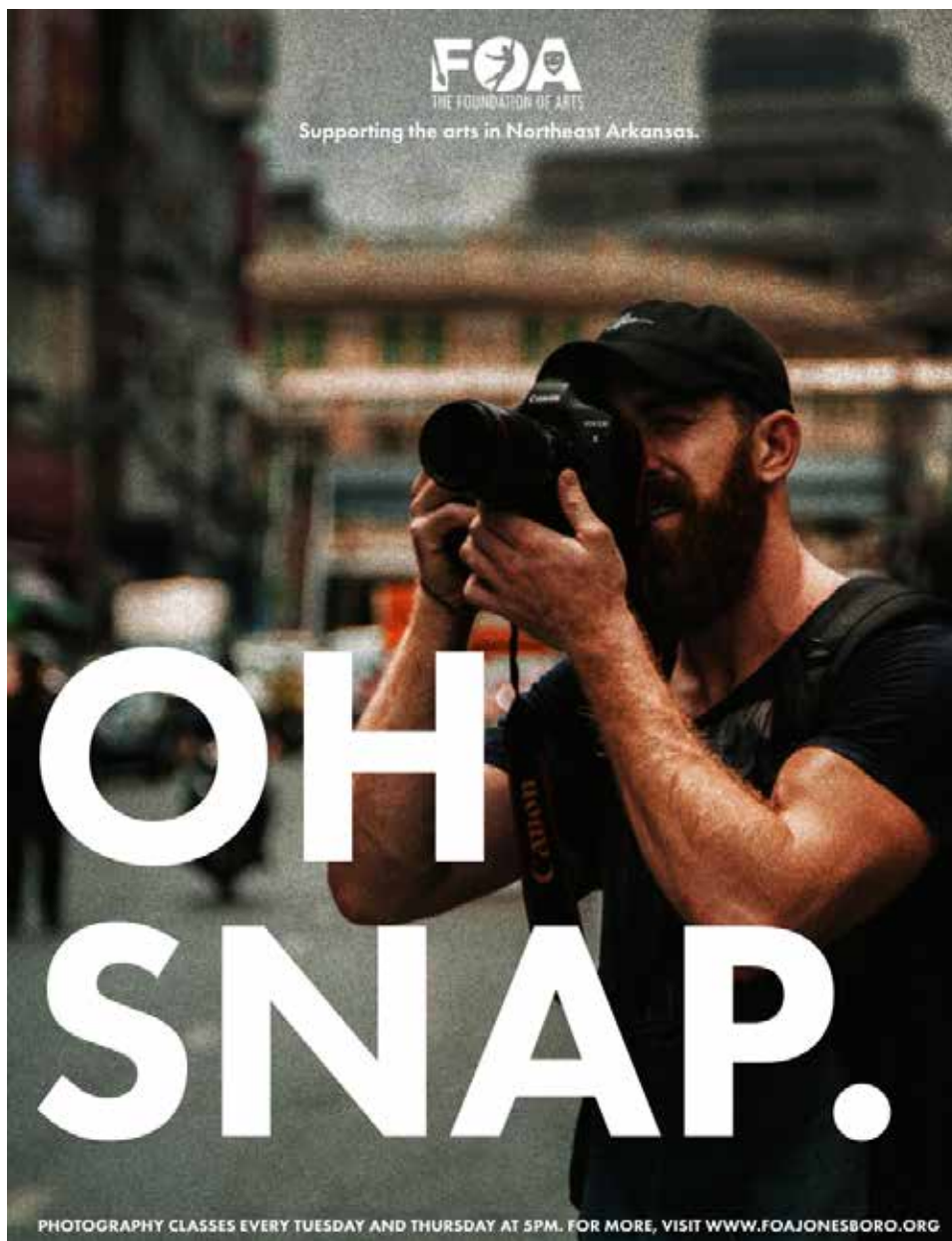
5. Wanna impress all your Instagram followers? Take our photography class and get started. #FOA

6. Jonesboro FOA Acting classes every Tuesday and Thursday. #ActItOut

7. We don't have the Popeye's chicken sandwich, but you should check us out anyway. Find out more at [www.jonesborofoa.org](http://www.jonesborofoa.org)

The next step in my process is revision. Simply put, this stage is taking the best ideas from the last stage and polishing them. They won't be final after this stage, and more iterations always seem to come, but this stage allows you to mentally visualize what the final product could look like for the first time. Things start coming together a bit more and you finally have a clearer understanding of what you're doing. Shown over the next 3 pages are my slightly refined ideas from the previous stage. I knew I wanted 3 ads in the campaign, so the other 3 ideas got the axe.

# STEP THREE- REVISIONS

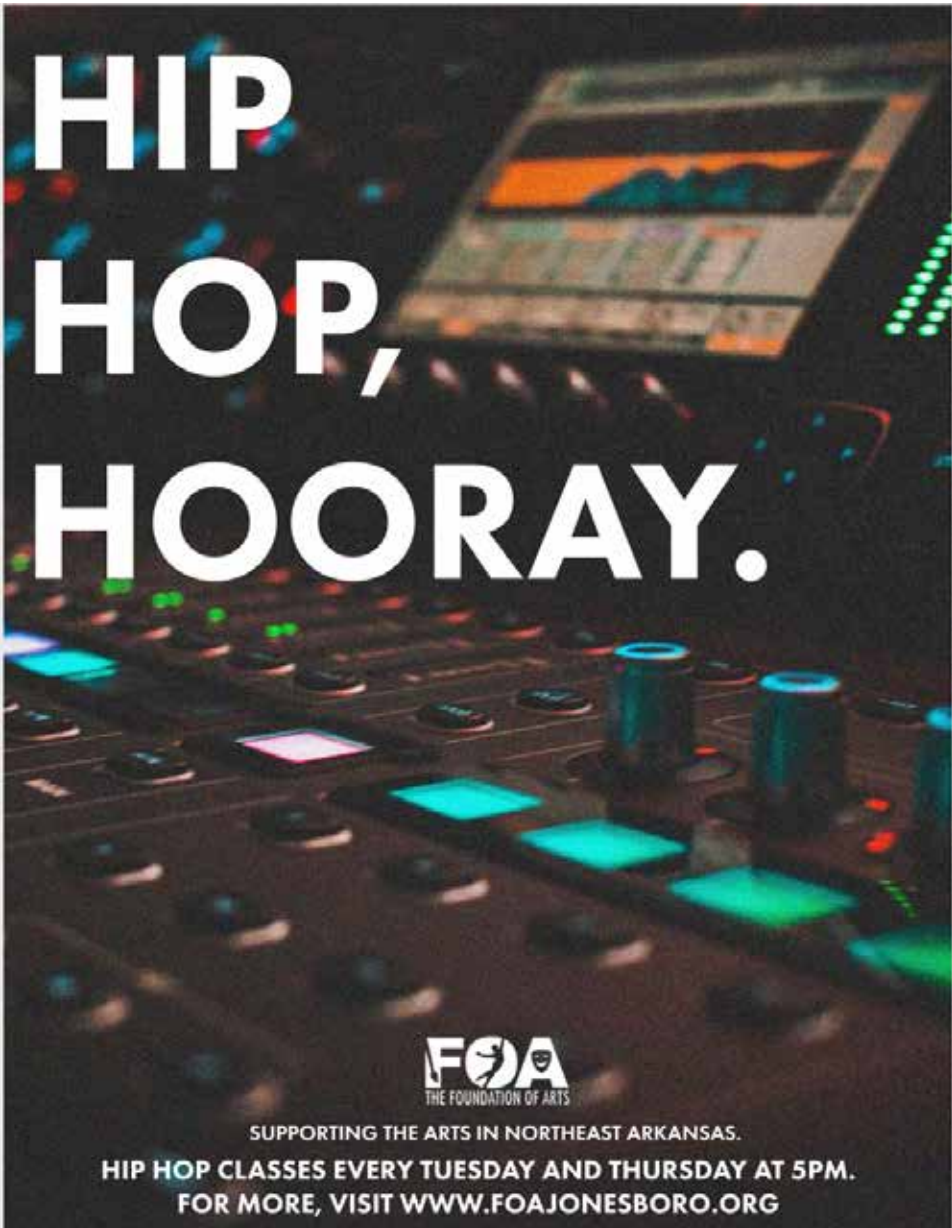


FOA  
THE FOUNDATION OF ARTS  
Supporting the arts in Northeast Arkansas.

OH  
SNAP.

PHOTOGRAPHY CLASSES EVERY TUESDAY AND THURSDAY AT 5PM. FOR MORE, VISIT [WWW.FOAJONESBORO.ORG](http://WWW.FOAJONESBORO.ORG)

# STEP THREE- REVISIONS

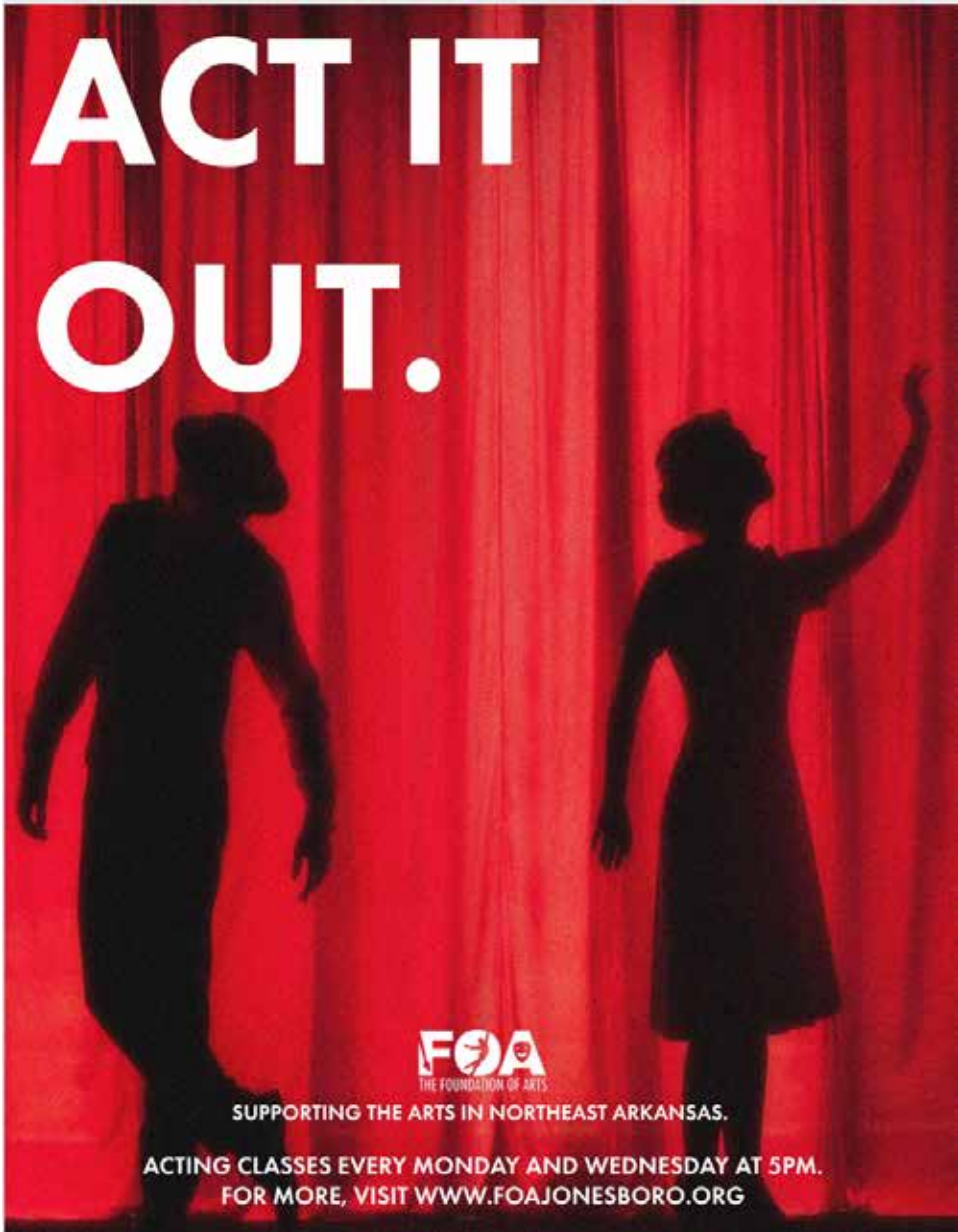


**HIP  
HOP,  
HOORAY.**

**FOA**  
THE FOUNDATION OF ARTS

SUPPORTING THE ARTS IN NORTHEAST ARKANSAS.  
HIP HOP CLASSES EVERY TUESDAY AND THURSDAY AT 5PM.  
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# STEP THREE- REVISIONS



**ACT IT  
OUT.**

**FOA**  
THE FOUNDATION OF ARTS

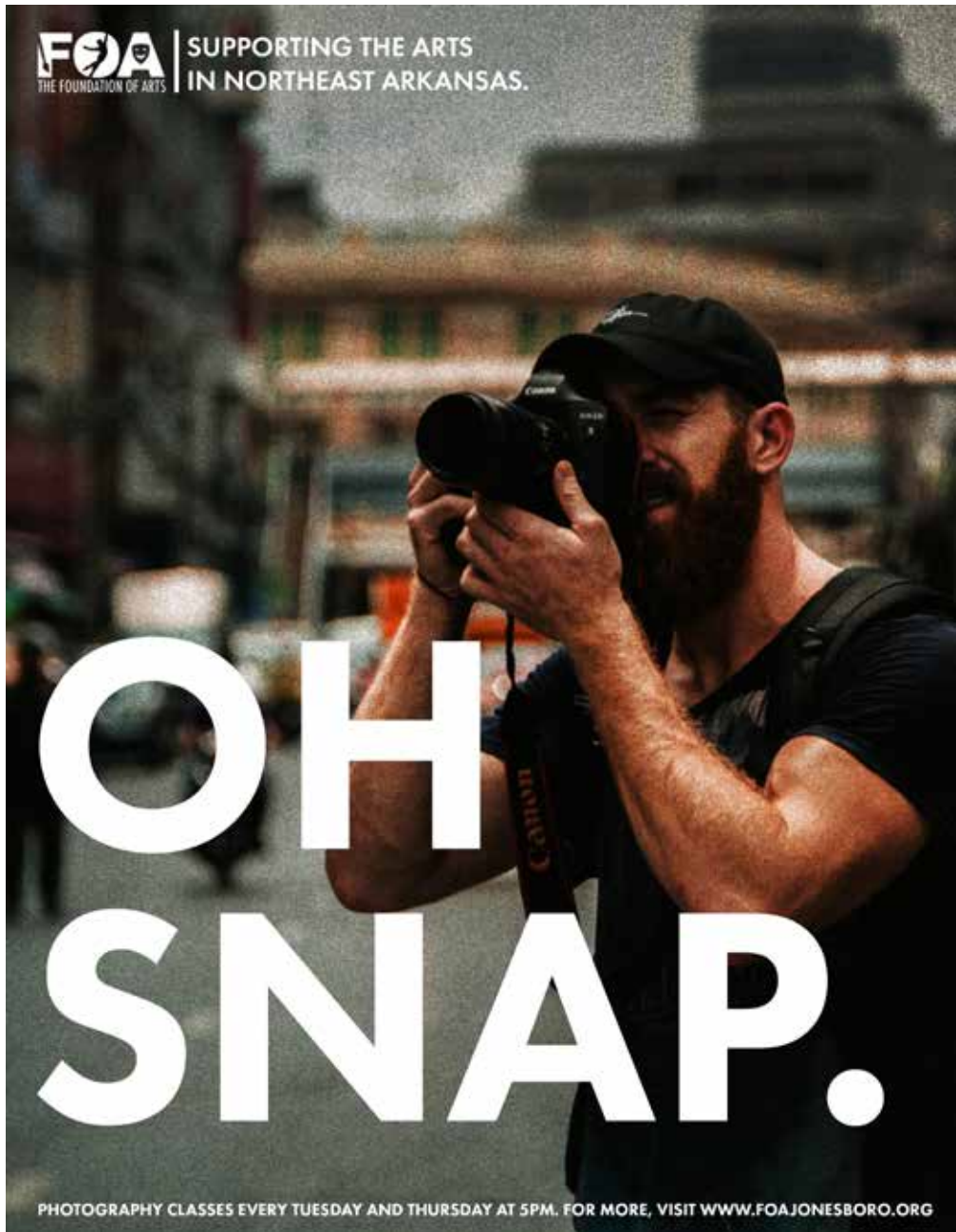
SUPPORTING THE ARTS IN NORTHEAST ARKANSAS.

ACTING CLASSES EVERY MONDAY AND WEDNESDAY AT 5PM.  
FOR MORE, VISIT [WWW.FOAJONESBORO.ORG](http://WWW.FOAJONESBORO.ORG)



The final stage is the most exciting, and yet also the most stressful. For this final stage of my process, I refined my 3 chosen ads for the last time. I also created numerous tweet mockups, as well as tee shirts for the foundation to sell as merchandise. The next 6 pages show my final work for this project.

# STEP FOUR- FINAL




**FOA** | SUPPORTING THE ARTS  
THE FOUNDATION OF ARTS | IN NORTHEAST ARKANSAS.

**OH  
SNAP.**

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# STEP FOUR- FINAL



**HIP  
HOP,  
HOORAY.**



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# STEP FOUR- FINAL



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# STEP FOUR- FINAL



# STEP FOUR- FINAL



# STEP FOUR- FINAL

