

# **Design Brief:** Social Media Posts

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# Table of Content

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- | About Flower Secret
- | Brand Identity
- | Deliverables

N.B: Any content in this document is not to be used for any purpose beyond the need to complete the job in discussion.  
Cannot be shared with anyone who is of no relevance to the discussed deliverables.

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# About Flower Secret

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## The Brand Story

When passion is the daily driving force, all limitations are broken. We can proudly say that this has been our motto for more than a decade. It has been rooted in our core to strive beyond what's commonly known, and breakthrough with one of a kind experience.

Since 2005, we've been true to our mission of granting the world access to the highest quality preserved flowers, keeping its natural soft texture, scent, shape and color for years to come. As we're familiar with how the majority perceive flowers; the perfect gift on special occasions, we made it our goal to keep your special moments alive forever. In addition to the need of having a natural green touch around, our wide range of products including both natural and preserved flowers are there to suffice this.

Over the course of our business, we have always thrived to constantly develop in-house technologies innovatively. We accumulated more than 20 methods for flower preservation, applied differently depending on the required outcome. The hunt for expertise and eagerness to become a market leader led us to reach the most innovative technology of all, for now it's to remain as the 'flower secret'.

Our journey of continuous hustling when it comes to the preservation field does not end here. We are planning for one major game changer in the market; preservation of bridal bouquets. We're here to fulfill your wishes of holding on to the memory of the big day for eternity. This special moment cannot go overlooked, so we can strongly say you've made the most right decision coming here.

# About Flower Secret

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## Product Portfolio

**Preserved Flowers**

**Natural Flowers**

Our main product line is the preserved flowers.  
You could check the website for further reference.

[www.flowersecret.com](http://www.flowersecret.com)

# **About Flower Secret**

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## Communication Objective

We intend to hammer on the emotional aspect, focusing on special moments as per our tagline, and highlighting and associating our products as we go.

### **Tagline**

Moments Frozen In Time

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# Brand Identity

# Brand Identity

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## Logo (Default)



## Variant 1



## Variant 2



## Icon



We are aiming to use the icon on its own on a later stage when the brand identity is strongly recognizable.

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# Deliverables

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## Generic Info

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We want to give you a better understanding about the expected outcome of this task, and give you a little bit of a background that should help you throughout.

We already have social media accounts, they aren't active and the posts are outdated. We just finished our rebranding exercise, and accordingly we are planning to have a re-launch where we communicate our new identity, and rebuild our online existence, to enhance our social media presence and engagement.

Thus, we want to formulate the style of posting from the beginning, so that it reflects the identity overall and we can move forward with in a consistent manner.

## Generic Info

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**Task:** Social media posts for one month

**Number of Posts:** 21 – of which are 6 posts grid puzzle

**Posts Type:** Images + Text over videos (You will need to source images & videos from license-free websites. We gathered some websites you could use and if you use your own that is fine as well.)

**Language:** Posts to contain both English and Arabic languages. We want to maintain a bilingual brand identity.

**Platforms:**

1. Main one is Instagram (so designs should be best fit for it, and most appealing for this platform)
2. And then apply that to Facebook, where applicable with the posts
3. We will need one banner design for Facebook page

**Timeline:** 7-10 Days

**Providing You With:** Brand Guidelines doc, social media calendar plan (post description + caption), product images, a few brand videos

# Posts Design Info

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**Content:** More emphasis on imagery with integration of the graphic element

**Impression Given To Audience:** That they feel that this account is more personal, and not just another commercial account. We want them to feel that they connect to a human behind the brand.

**Style:** More of a blog than a commercial account. YET, keeping it professional. Meaning, maintaining same color style, overall visuals style, structured, and highlights our products strongly.

On the side is a sample we worked on that shows how a “brand blog” can look like.





# Initial Direction

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On the left is an initial one month posts calendar we did. We will walk you through some of the important things to note in order to avoid what we felt is lacking in this.

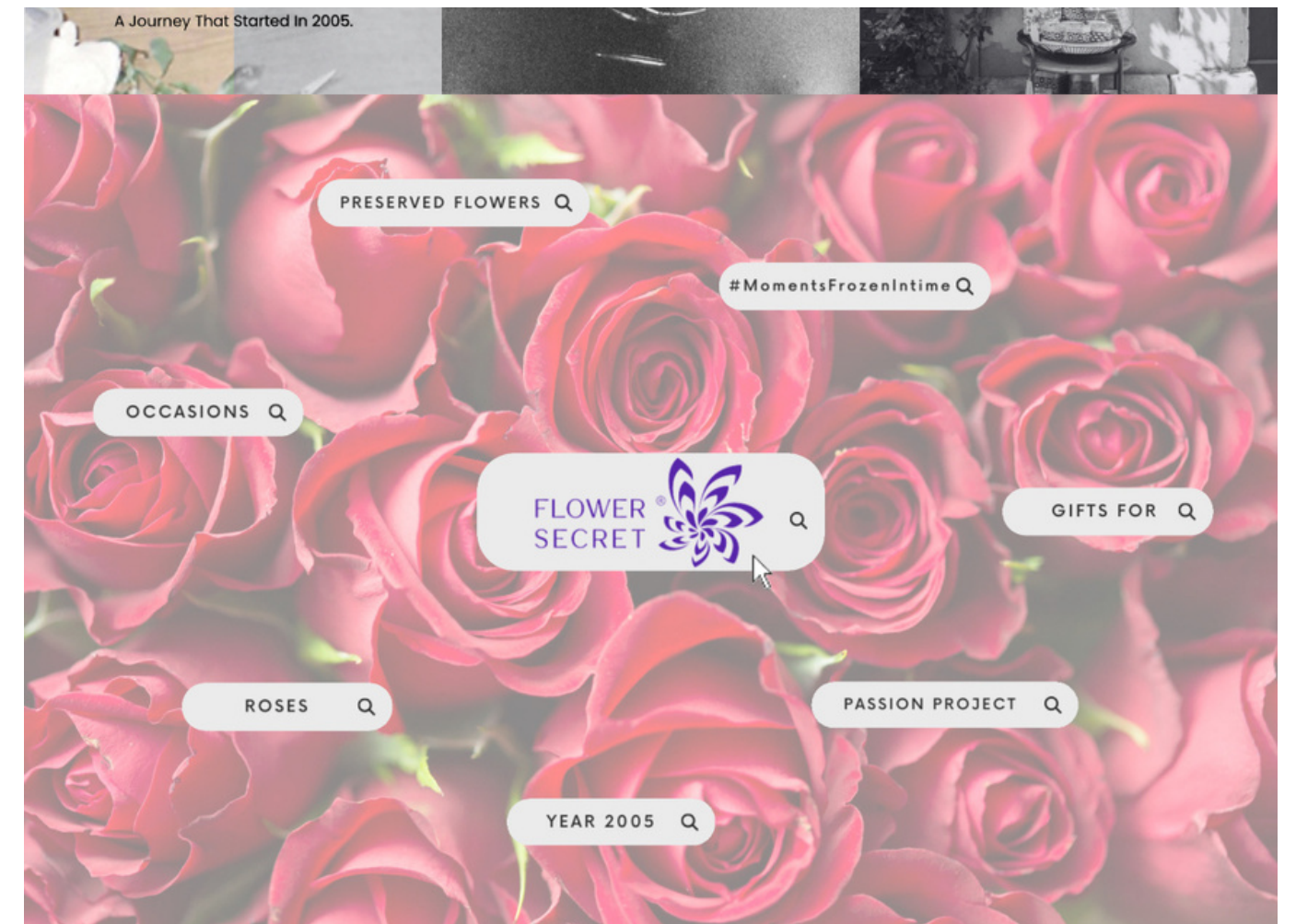
# Initial Direction

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## Part 1:

Cover photo (6-grid puzzle) to include kind of a summary of our brand. Our logo, tagline, products...etc as if we're giving a brief with generic terms of our brand. Not necessarily at all to stick to the same design idea. Be creative as you want!

If you will follow this design direction, input more scattered words in a random but neat manner, make them bilingual.



# Initial Direction

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## Part 2:

The full b&w pictures should give emotional triggers to the audience. Get them to connect with special moments in their lives.

The half & half photo is a MUST use. This is an image of our own, showing working on the flowers in the lab.

We believe here that the writing style could be more engaging and not in black.

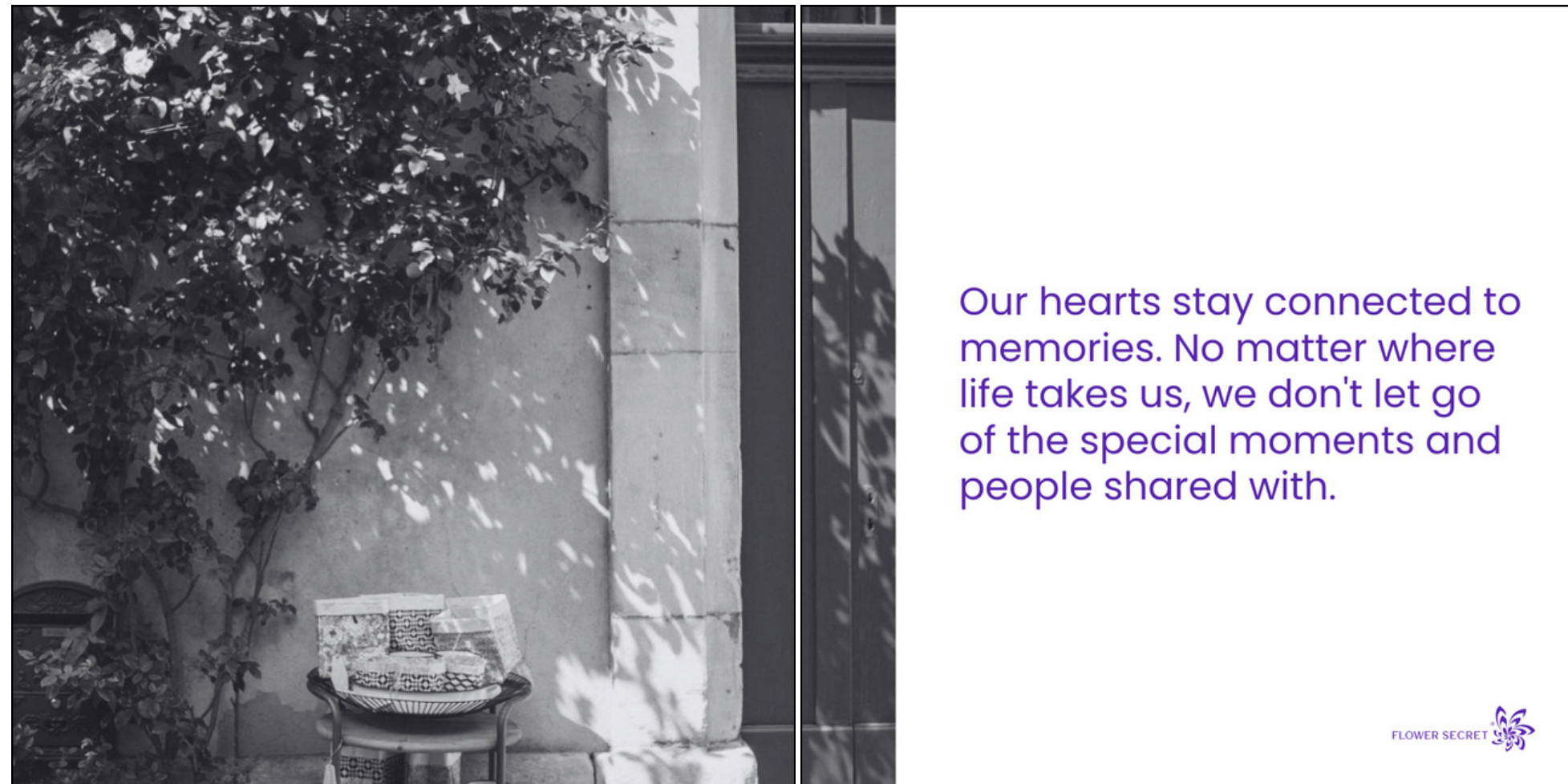


# Initial Direction

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## Part 2:

Example of one of the carousel posts.



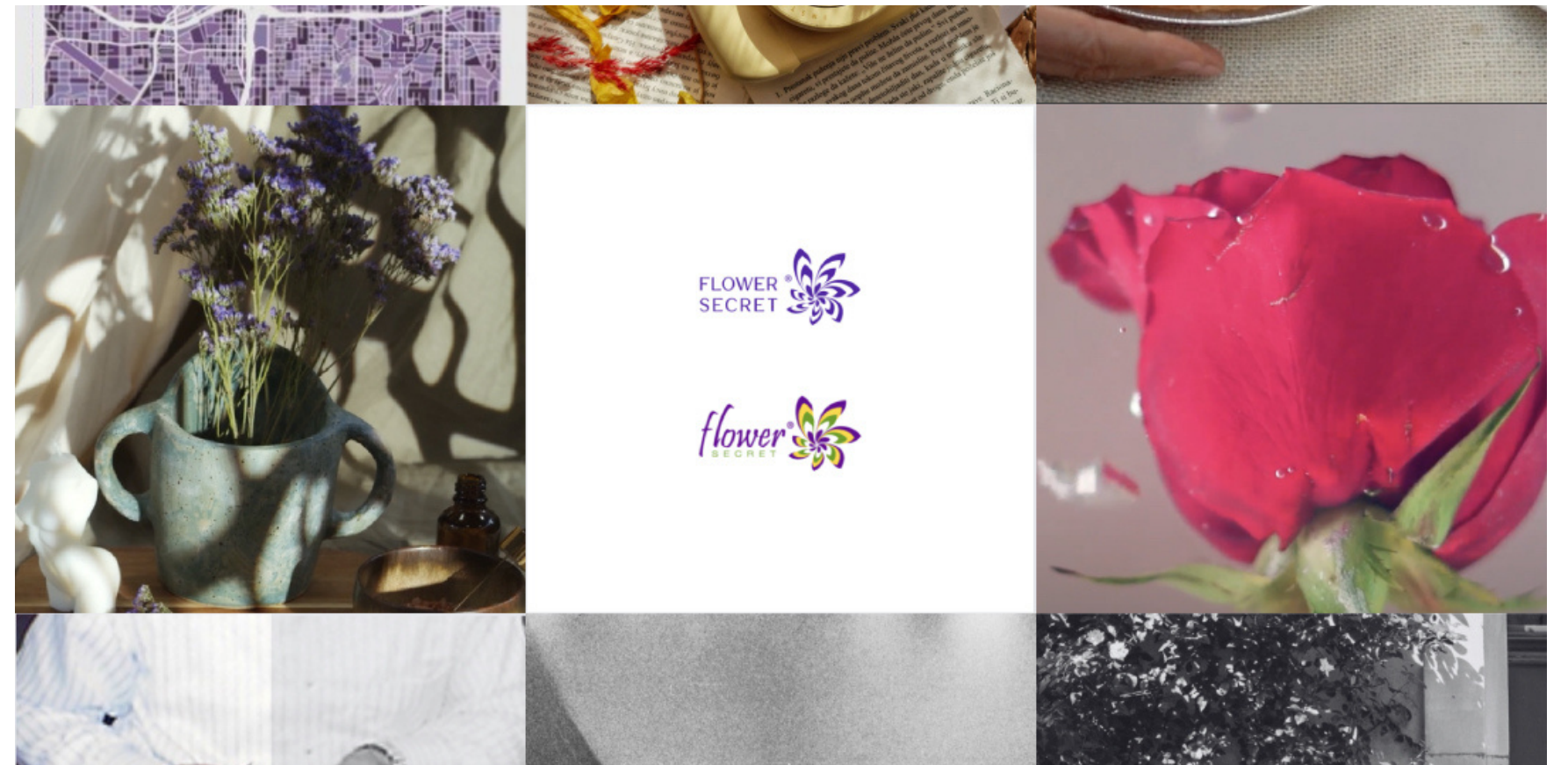
# Initial Direction

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## Part 3:

The post in the middle is a video that blends both old and new identity.

We can discuss this one in detail.

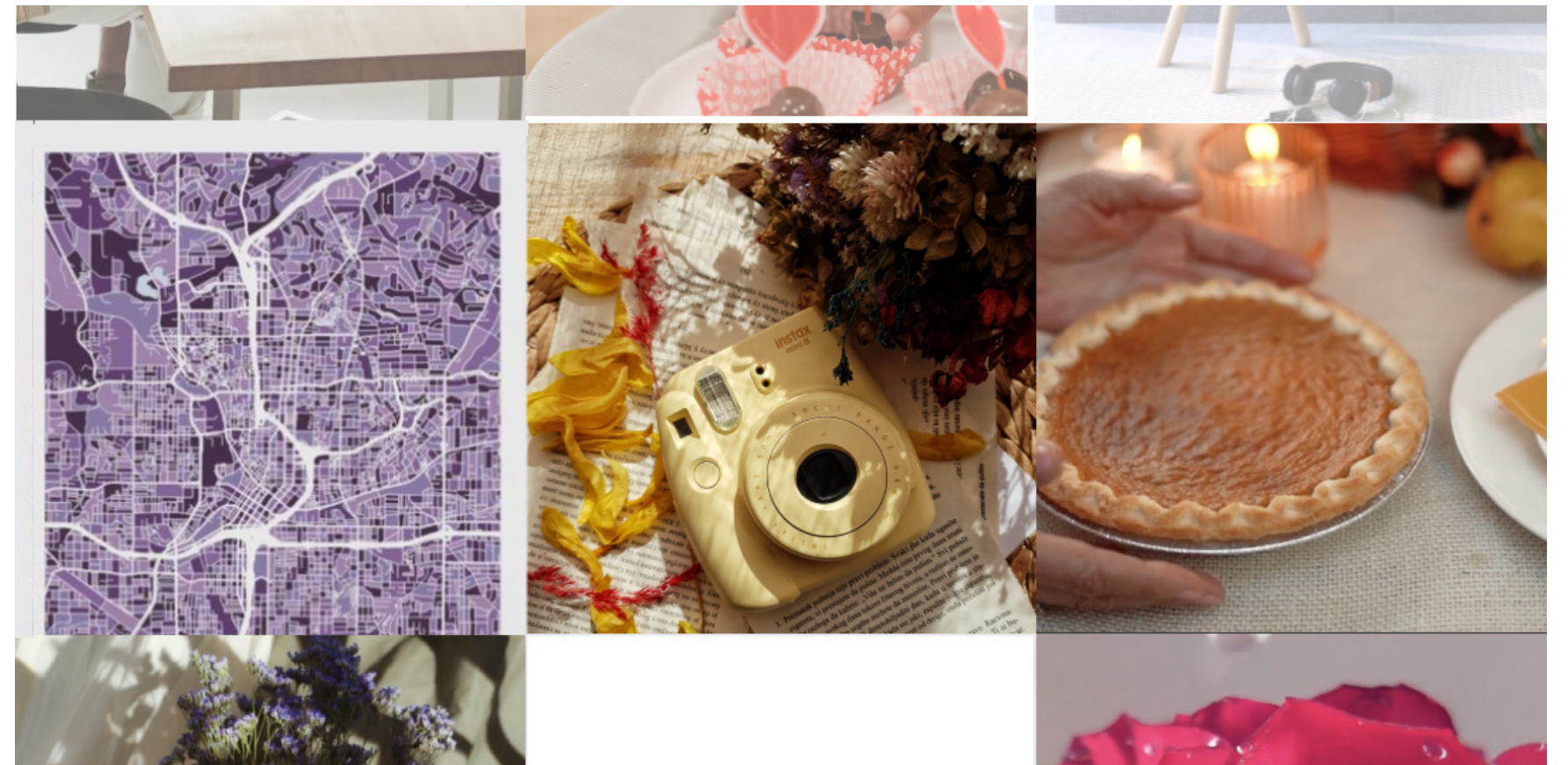


# Initial Direction

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## Part 4:

We want the posts to be more engaging and brand reflective. These are okay but we are aiming for a showstopper. When audience scroll through the account, they just can't resist except to follow and know more.



# Initial Direction

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## Part 5:

The idea here was to place our products in different contexts. The application is done poorly and not in the right proportions.

We will let you know the products to be placed and their high-res images.

Expecting to see products placed in a well applied manner.

You could get very creative with this one.



# Initial Direction

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## Part 6:

You could find better ways to implement the ideas in the calendar for this part.

