



Ivan D. Popov
IDT536
Module 1

Project Brief

Client

Dollar General

Project Name

Merkury Innovations Print Ad

Client Contact

Dollar General Corporation
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Goodlettsville, Tennessee 37072
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1-888-877-9374

Marketing Specialist Contact

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Project Category

Print Advertisment, High End, Full Color

Objectives

Advertise Merkury Innovations Products, available at Dollar General, in high end markets

Target Demographic

High end magazine readers and unfrequent shoppers to Dollar General

General Message

"Luxe, is always clutch" "A Dollar General Exclusive"

Style and Tone

Match high end luxury item styles and looks, minimal text, styled similar to rolex, buggatti, armani

Schedule

Typical 12 month rotation schedule, with 1 ad placement per magazine per month. Special dates to consider are holidays, specifically higher spending dates between November and March of the year. Christmas option styled ads should maintain general feel with only slight changes to headline and styling. Avoid "product" advertising and focus more on the allure of high end functionality and prestige'

Budget

Typical 12 month advertising budget, after the first quarter analytics are recieved, may expand.

Competition

General competiton remains to be Walgreens, Target, Dollar Tree, Macy's, and Kohl's. (Based on annual revenue)

Additional Comments

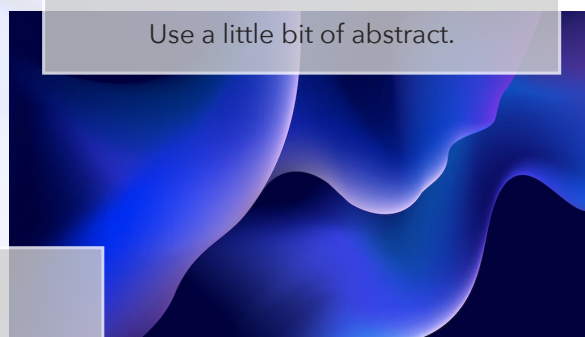
With main competition in mind, along with general demographics and the style of the advertisement, the advertising campaign should consist of minimal text but more product imagery. Zoomed in graphics and product details, along with an overall view of the products offered. Less is more in terms of luxury advertisements, and intrigue should be prioritized over detail information.

MERKURY

I N N O V A T I O N S



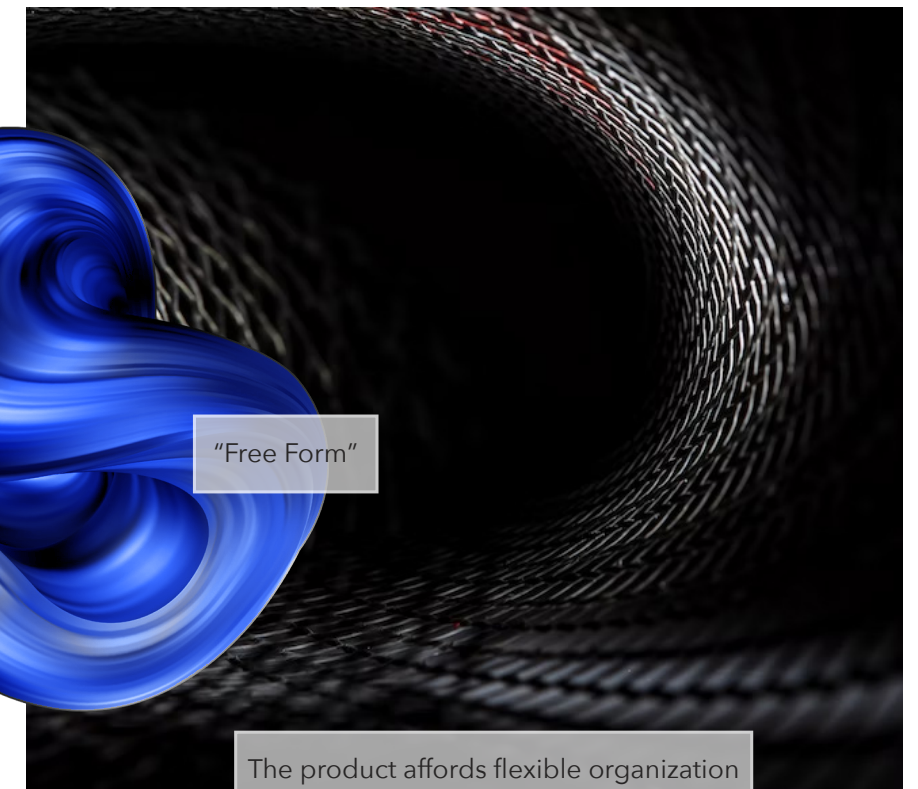
Reflect in the design its made for cars.



Use a little bit of abstract.



Gloss black like the materials.



"Free Form"

The product affords flexible organization

Ideation

This mood board represents some graphical elements that I would like to incorporate, based on look and feel. Following the current product brand and appearance, a sleek black with blue accents should be the objective, the product being more complex and therefore the design more abstract to give it a good contrast, but, also keeping in mind a well set up grid, for legibility, with only hints of complexity.

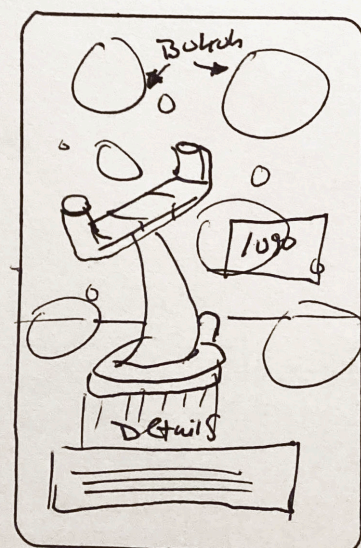
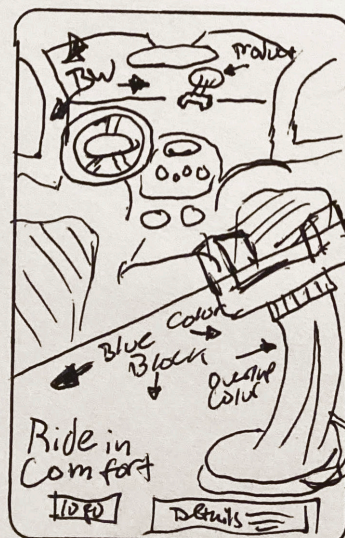
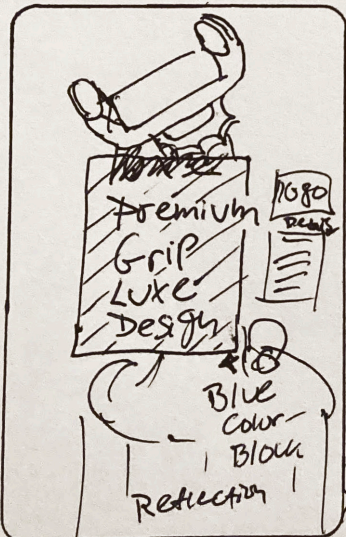
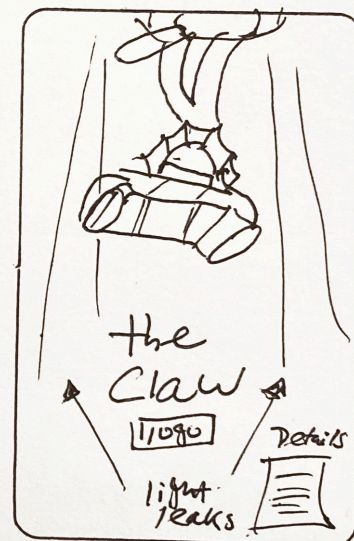
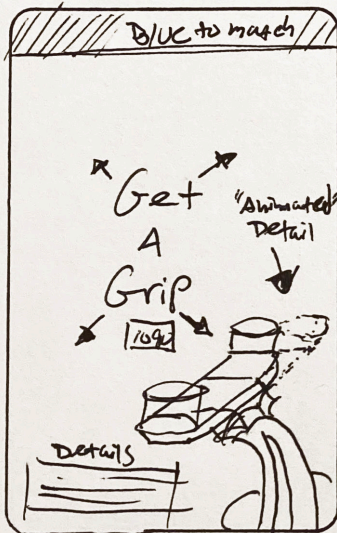
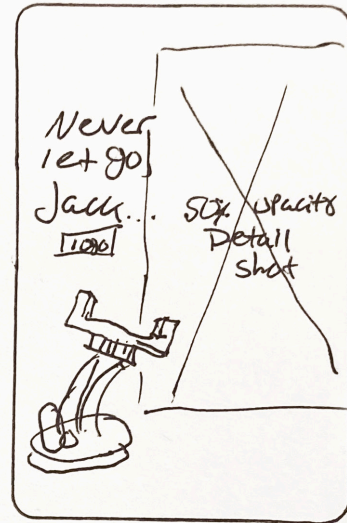
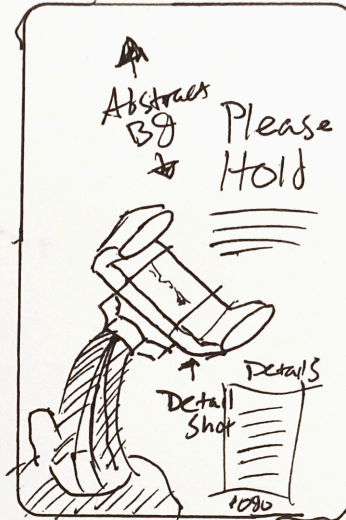
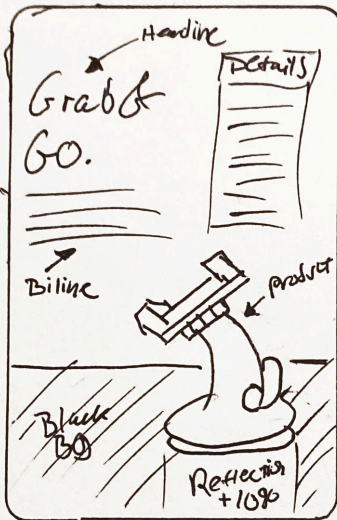
#000000

#0037ff

#ffffff

Product Swatch Examples

Sketches



luxe

is always clutch



exclusive

All products, style and colors shown may not be available in all stores. Brands and prices may vary by store. Early sell-out possible on special purchase and bonus pack items, and quantities may be otherwise limited. We reserve the right to limit quantities to normal retail purchases. No rain check available. Not responsible for typographical errors.

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Variations



DEDICATED TO THE AFFLUENT AUTOMOTIVE LIFESTYLE
LUXURY AUTO
DIRECT MAGAZINE
VOLUME 5 ISSUE 29



328i HOMMAGE

luxe
is always clutch



exclusive

All products, style and colors shown may not be available in all stores. Brands and prices may vary by store. Early call-out possible on special purchase and bonus pass items, and quantities may be otherwise limited. We reserve the right to limit quantities to normal retail purchases. No rain check and sale. Not responsible for typographical errors.
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Process Memo

I used simple techniques to get the message across playing off of premium/deluxe into luxe, and what the product does (it's a phone holder) i.e. clutch, Then I just had a little fun with it, aligned to grid on the left side, did a few product shots that seemed to have good lighting, the diagonal break just seemed to work well and the gradient on it was accidental but then became a permanent addition. Symmetry or center alignment did not work well with this product as getting a good shot of it on-center would have ended with a poor profile, and the background detail was scaled up a bit to give a sense of regalia. Headline to bi line is proportional to the golden ration on a multiple of 3. Gave it some wide margins and breathing room for more product than text, and of course the dollar general disclaimer on the bottom. This phone holder I picked up at 5 below at least 6 years ago I think and it looks like they have even fancier models out now, which is cool.

I started with sketches of the overall layout I was looking to achieve, then took some product photos on a background that would be easy to remove. Did a little photo editing on them and went with a combination of a few sketches for the overall layout after the photos were picked out to be used. I made the mood board and then Zeroed in on a combination of headlines, and picked out the abstract artwork from the mood board that I thought would work best for movement and aesthetics.

After the critique I did a few variations, but they did not seem to work as well as the initial final concept, so that was kept, and with only slight grid adjustments made to it so as to line up the "DG" logo and text to the top header and bi line.

The design brief template was created after all of this was done, and will be used first in future projects to help define the project scope.

References for photos and data were kept along the way, and then added to the final PDF.

References

Photos

Angel, Ricardo Gomez "Dark Abstract" 2018

<https://unsplash.com/photos/3pBHB-bmGno>

Mockups, Good "Free Magazine Mockup"

<https://goodmockups.com/free-premium-magazine-mockup-psd-set-7-psd-files/>

Theo, Victor "Lamborghini interior" 2018

https://unsplash.com/photos/oal9_G2Scbg

Sources

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<https://newscenter.dollargeneral.com/company-facts/contact-us/>

Innovations, Merkury "Merkury Innovations"

<https://merkuryinnovations.com/>

Zippia "Dollar General Competitors"

<https://www.zippia.com/dollar-general-careers-3515/competitors/>