

The background of the poster is a photograph of a crowded outdoor market. In the foreground, the backs of several people are visible as they walk through the market. In the background, there are white market tents, trees, and a multi-story brick building. The entire image is overlaid with a semi-transparent orange filter. White decorative elements are scattered around the text: a dashed line with a footprint at the top left, a swirl at the top right, a four-pointed star to the right of the word 'Hollywood', a flower-like swirl to the left of 'Artisans', a starburst at the bottom right, a footprint at the bottom right, and a long, flowing swirl at the bottom left.

Hollywood Artisans Market



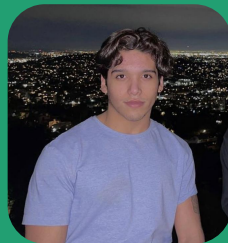
Ashley
Project Management



Aastha
Digital Strategy



Daniel
Video



Efrain
Creative Strategy



Emma
Design



Ha
Digital Strategy



Justice
Account Management



Justin
Video



Katie
Video



Kelly
Creative Strategy



Kindyl
Account Management



Meg
Design



Patrick
Digital Strategy



Rachel
Tech



Ruhi
Video



Sibley
Creative Strategy



Meet the Team



Brand Overview

HAM exists to serve **small businesses** and **local communities**.

Small businesses: *"Our greatest joy is when our vendors sell out of the wares they bring."*

Local Communities: *"We seek to serve local communities by ensuring our markets re sustainable."*



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Problem + Objective



Why does the client need our help?

HAM needs assistance with growth marketing strategies & assets.



What does the brand want?

A widespread social media campaign revealing their brand vision, brand history, and a culminating brand video



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How does HAM communicate value to their audience?



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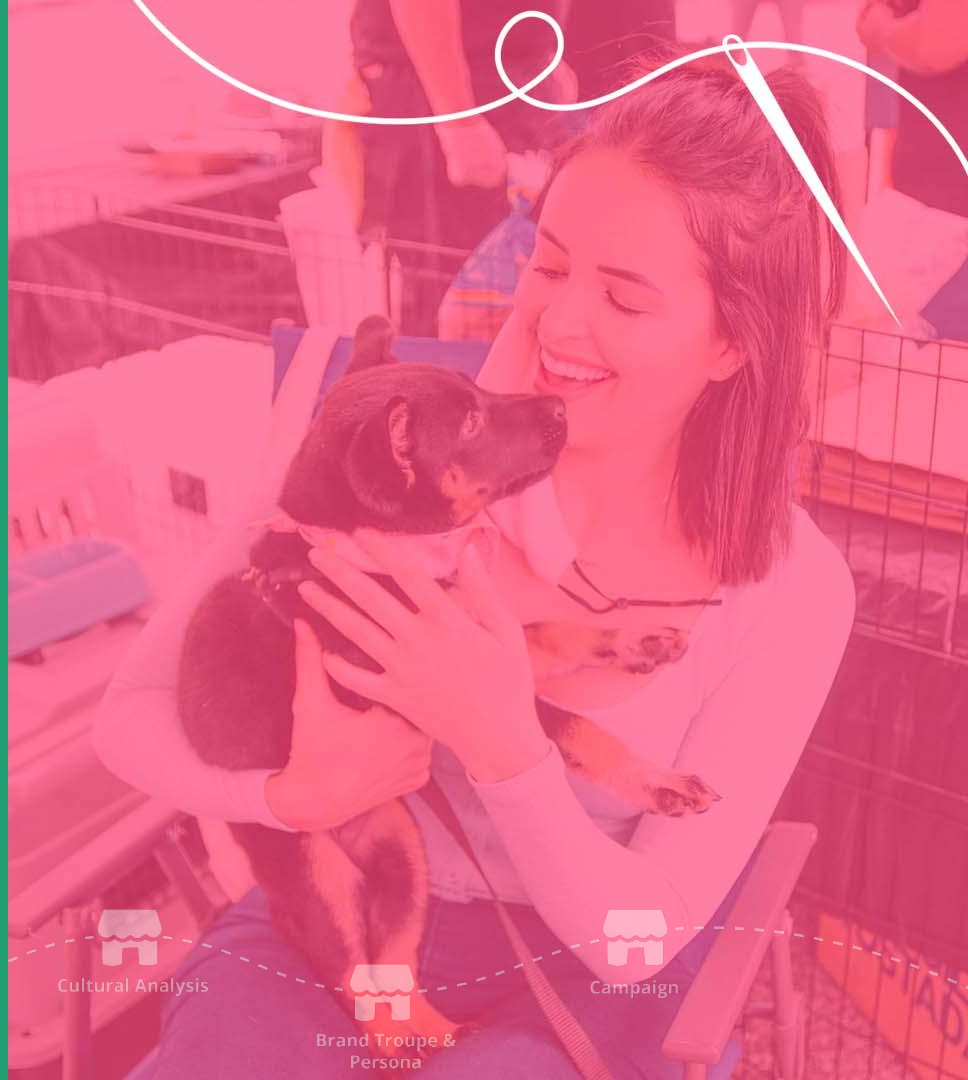
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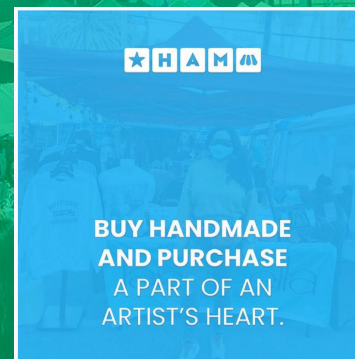
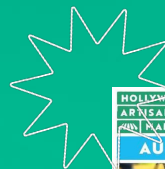
Rely heavily on organic word-of-mouth and online marketing



11.1K followers on Instagram



Post a mix of market products, pictures of the market itself, and text graphics for event promotion



Where does HAM fall in the hierarchy of competitors?



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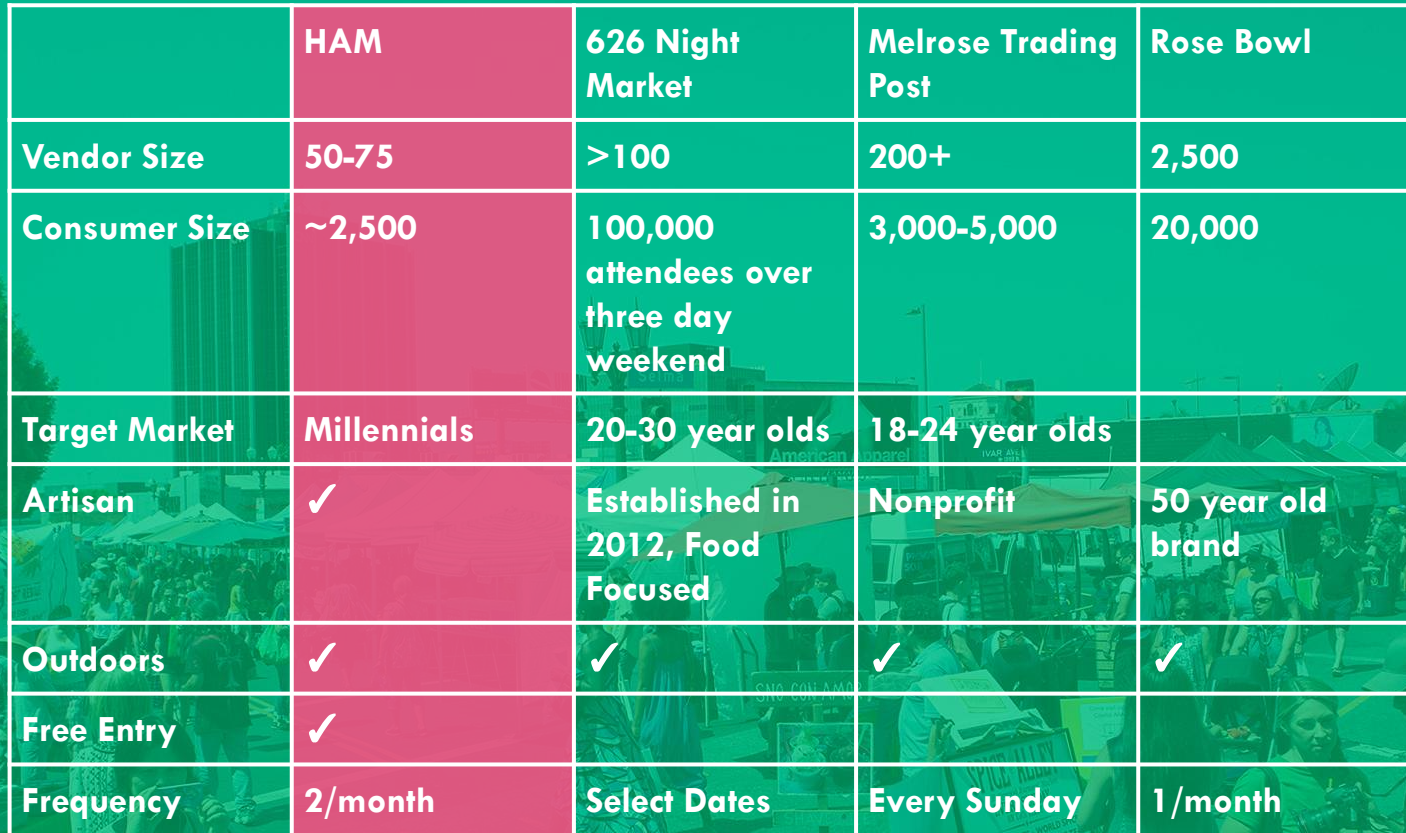


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	HAM	626 Night Market	Melrose Trading Post	Rose Bowl
Vendor Size	50-75	>100	200+	2,500
Consumer Size	~2,500	100,000 attendees over three day weekend	3,000-5,000	20,000
Target Market	Millennials	20-30 year olds	18-24 year olds	
Artisan	✓	Established in 2012, Food Focused	Nonprofit	50 year old brand
Outdoors	✓	✓	✓	✓
Free Entry	✓			
Frequency	2/month	Select Dates	Every Sunday	1/month



How do the brand identities of competitors compare to HAM?



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Competitor Analysis: Social Media Identity

Melrose Trading Post

- Larger following with similar posts
- **53.2K Followers**



626 Night Market

- Almost exclusively food photography
- **192K Followers**



Rose Bowl Flea Market

- Consistently artsy photos with little text
- **73.9K Followers**



Melrose Trading Post

- Upscale artisan goods, crafts, and food.
- Operates at local Fairfax High School to provide employment and internship opportunities.
- Much larger market with hundreds of vendors.
- Nonprofit with perks and early access for members.



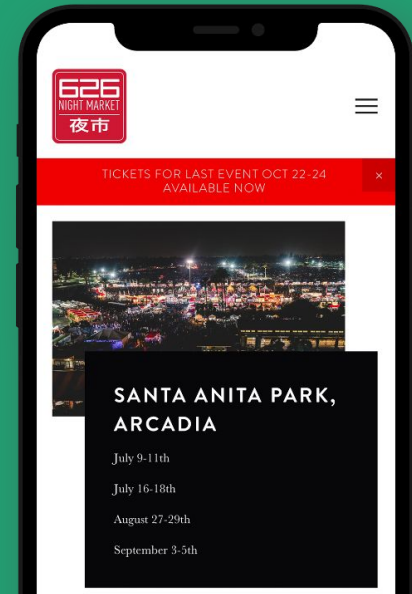
The Melrose Trading Post is open every Sunday at Fairfax High School from 9AM to 5PM.

School Address:

7850 Melrose Avenue, Los Angeles, CA 90036

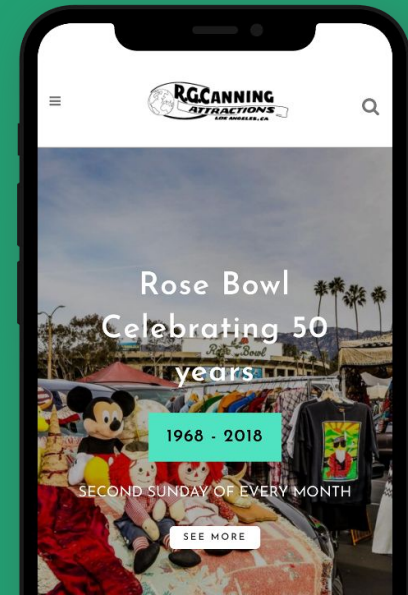
626 Night Market

- Community focused with crafts and merchandise
- Inspired by Asian Bazaars
- Older brand, established in 2012
- Larger market with more vendors
- Emphasis on food and live concerts



Rose Bowl Flea Market

- Upscale selection with a focus on antiques and crafts
 - Sells second-hand goods as opposed to artisan products
- Historical reputation, large scale operation for 50 years
- Lacks a dedicated website





How does consumer culture influence HAM's target audience?



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Fierce Eclectics

Uniqueness Over Exclusivity

Half of U.S. Millennials agree that brands “**say something about who I am, my values and where I fit in.**”

We are fierce eclectics.



Fierce Eclectics

Dynamic Curators

For Artists, By Artists

95% of consumers are motivated by the emotional benefits
(**passion for art**) when purchasing a creation (Statista, 2020)

We are dynamic curators.



Dynamic Curator

Whole Hearted Locals

Spreading Local Love

About **45%** of Millennials would spend more on a product if they knew that it meant **supporting a small business**

We are whole hearted locals.



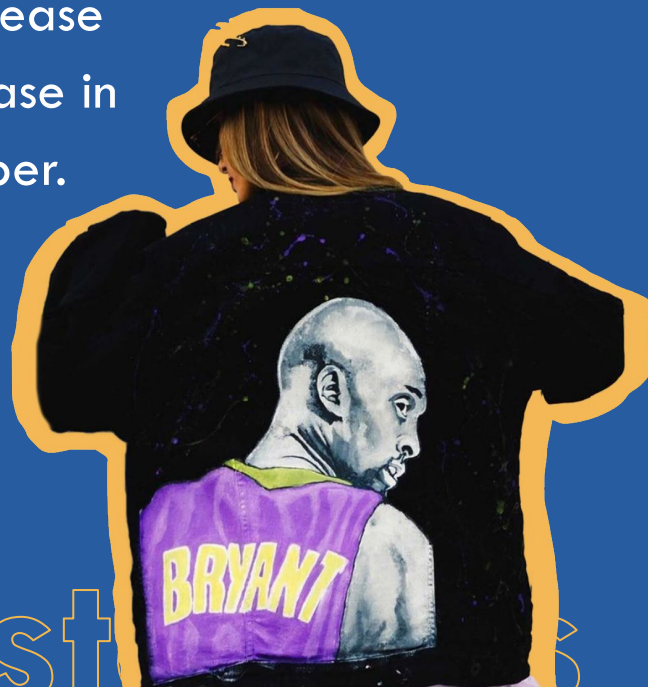
Whole Hearted Locals

Sentimental Nostalgics

When Old is Gold

Lyst's "Year in Fashion" report revealed a **35,000** increase in searches for "**vintage fashion**" and a **104%** increase in entries for **secondhand-related keywords** in September.

We are sentimental nostalgics.



Sentimental Nost

Welcome to...



The New
HOLLYWOOD



Curators



Eclectics



**The New
Hollywood**



Nostalgics



Locals



Who shops at Hollywood Artisans Market?



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They are:



Nowstalgic

Hollywood Artisans Market shoppers are *nowstalgic*...

“Handmade movement allows
[millennials] to feel that they are
**preserving the *richness* of ideas and
inspiration that came from previous
generations.”**

(Source: FutureCast)



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Nowstalgic

/now•stal•jik/

adjective

Bringing trends of the past into
the present, creating a link
with the past, resurgence

They are:

Intentional



Intentional

/in•ten•shuh•nl/

adjective

Done with intention or on purpose; intended



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Hollywood Artisans Market shoppers are *intentional*...



Millennials research products before committing to major purchases. (Perino)



Millennials ask: "What is your why? How do you impact the world?" (Inc)



62% of millennials, *the largest consumer segment*, say they spend more at small businesses now than they did last year. (Salesforce)

They are:

The background of the entire image is a photograph of two young women smiling and posing closely together. They are wearing bohemian-style clothing, including patterned dresses and headbands. The setting appears to be a bohemian-themed shop or festival, with patterned fabrics and a bohemian mask visible in the background. The entire image is overlaid with a semi-transparent orange filter. White decorative swirls are present in the top right and bottom left corners.

Yuccies

Hollywood Artisans Market shoppers
are *yuccies*...

“Yuccies seek jobs where they can
both **earn a decent living** and be
fulfilled by their tasks. Read: *creative*
jobs that stimulate their minds and
their senses and their *passion*.”

(Business Insider)



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Yuccie

/yook•ee/

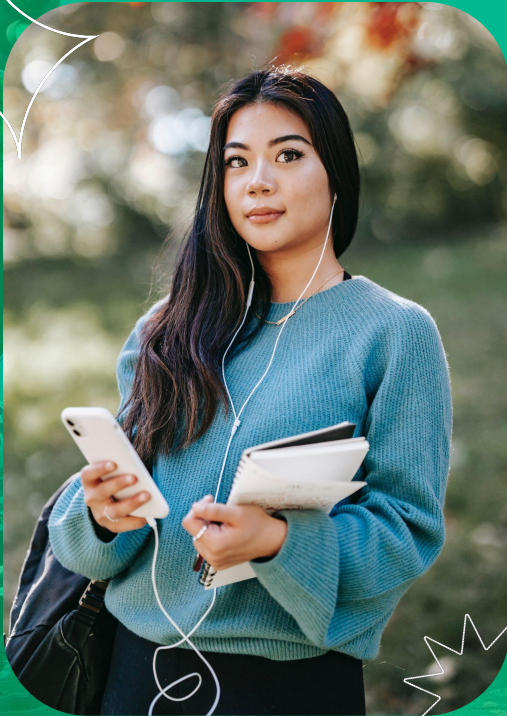
noun

A grown-up hipster who lives
for freedom, creativity, and
the enjoyment of the good
things in life.

(The Balance)



Meet: Delaney 'Laney' - Age: 29, No family to support



Graduated from USC with a degree in Urban Studies and Planning. She's currently pursuing her Master's in Architectural Studies. *Took 2 gap years to define her values!*

Resides in Silverlake, CA and loves to frequent Silverlake Flea, however it's just not satisfying her needs

Studio apartment with one rescued cat named Eucalyptus, Euki for short

She frequents small businesses and reposts them on her social media



Get

intentional,
nostalgic
yuccies

To

embrace their
sentimentality & hone
in on their
communal sensibility

By

creating an *inviting*
atmosphere to
connect with like
minded individuals

For our...

**Dynamic
Curators**

**Wholehearted
Locals**

**Sentimental
Nostalgics**

**Fierce
Eclectics**



12 Days of HAM



12 Days of HAM



Each week will focus on a new value representative of the customers within their market.



Four core values: Local, Nostalgic, Eclectic, Curators.



12 Days of HAM





HAM Video



HAM Brand Video

2-minute video for the Hollywood Artisans Market website highlighting the unique experience of going to the market

Featuring...



High quality clips of a Sunday afternoon at the market + drone footage



Background track of sound bites from the HAM community: market goers, vendors, volunteers, staff, and dogs



Super 8 film footage to establish the nostalgia of Hollywood and where HAM fits into the city, connecting the market to the community it's in



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Thank you!