



Hollywood Artisans Market

A collage of 14 team member portraits on a teal background. The portraits are arranged in three rows: a top row of seven, a middle row of seven, and a bottom row of two. Each portrait includes the team member's name and a brief description of their role. The names and roles are: 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), and Sibley (Creative Strategy). The background is a solid teal color with white decorative lines forming a starburst shape in the top left and a curved swoosh shape in the bottom right.



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 are 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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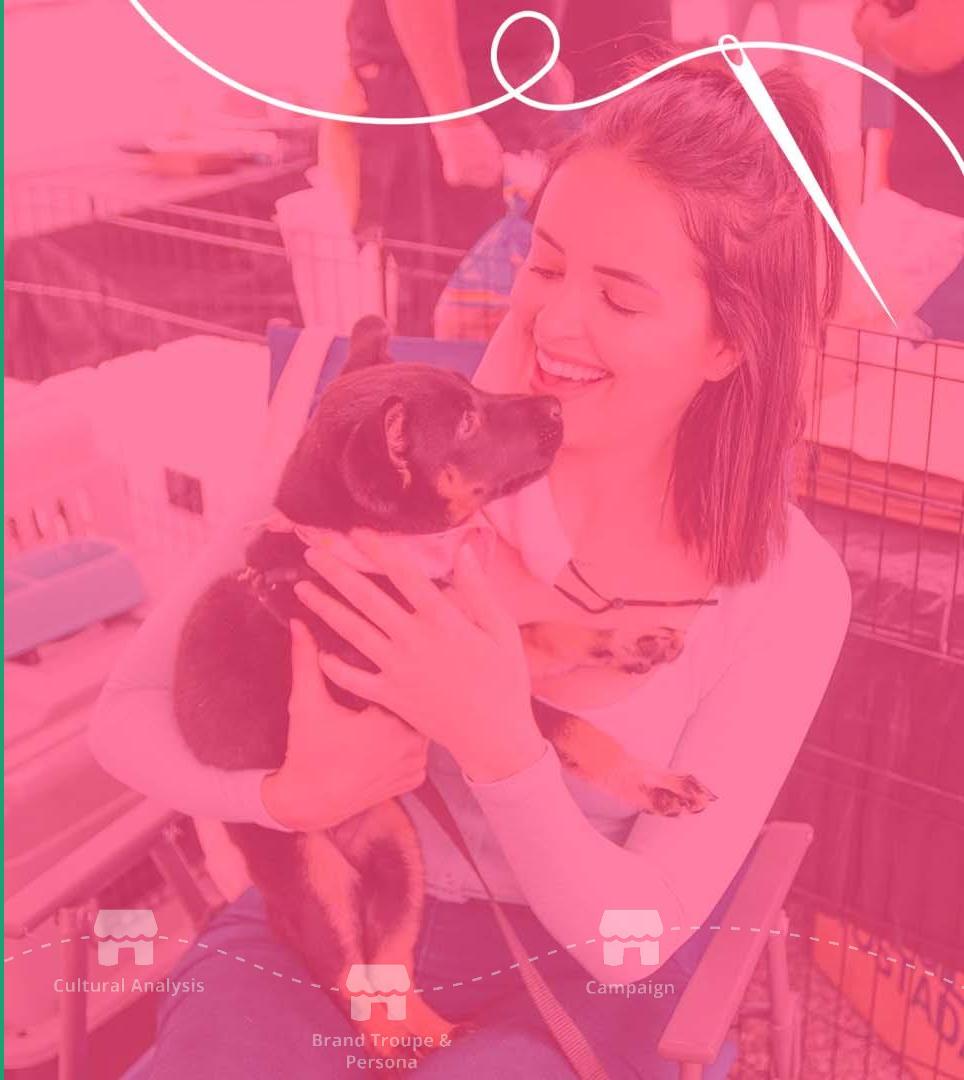


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How does HAM communicate value to their audience?





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?



	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.

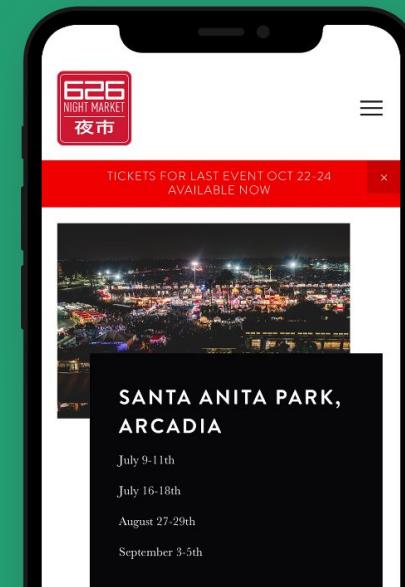


The Melrose Trading Post is open every Sunday at Fairfax High School from 9AM to 5PM.

School Address:
7850 Melrose Avenue, Los Angeles, CA 90036

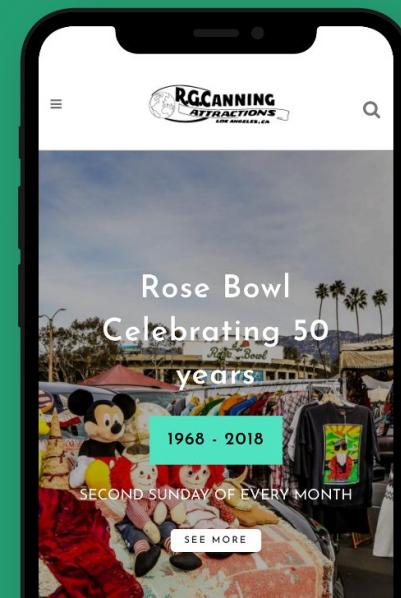
626 NightMarket

- 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



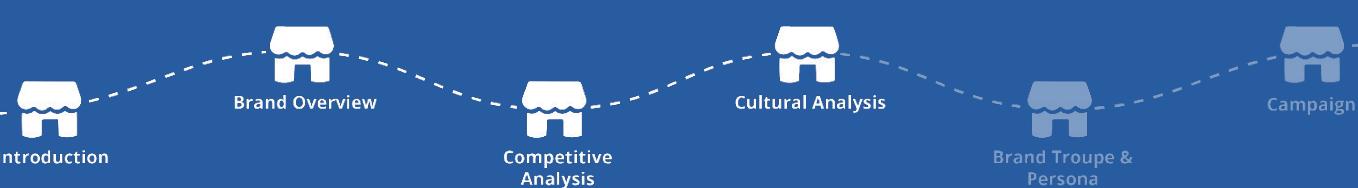
Rose Bowl Flea Market

- 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?



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.



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.



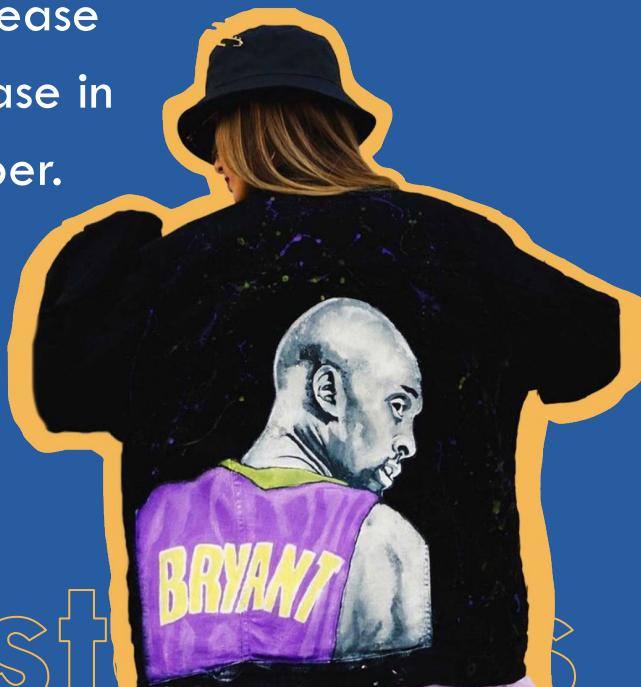
Whole Hearted Locals

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.**



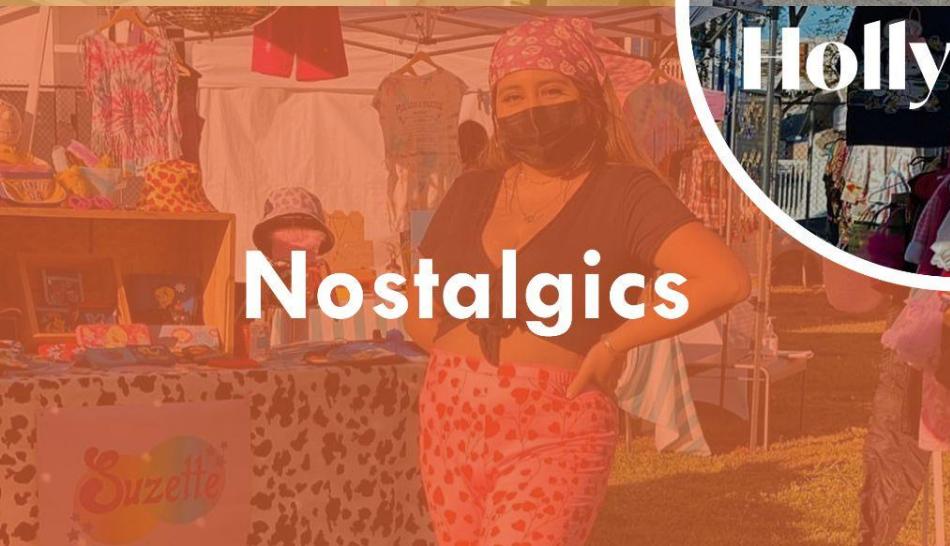


Welcome to...

The New HOLLYWOOD



Curators



Nostalgics



Eclectics



The New
Hollywood



Locals



Who shops at Hollywood Artisans Market?



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A woman with blonde hair, wearing sunglasses and a yellow jacket, is smiling. She is wearing a necklace with a Fall Out Boy tag. The background is a collage of various images, including a person in a baseball cap and a person in a plaid shirt.

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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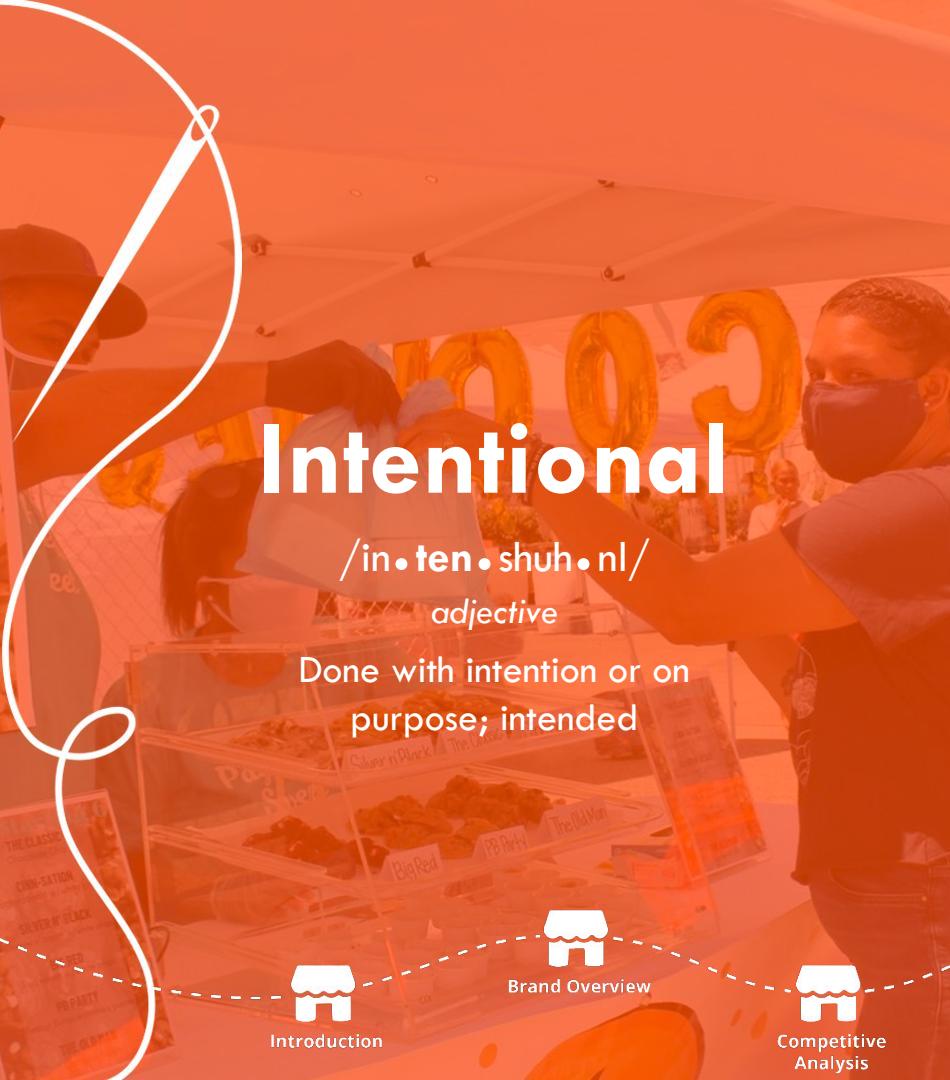


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They are:



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)



Cultural Analysis



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They are:

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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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



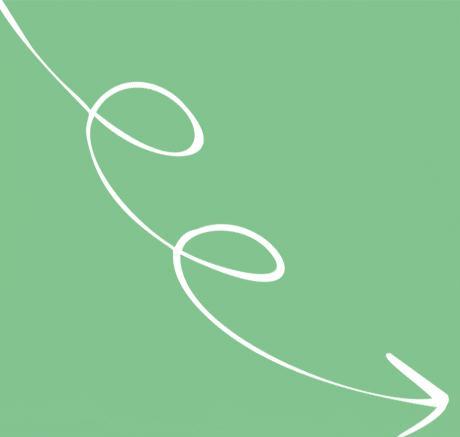
For our...

**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.



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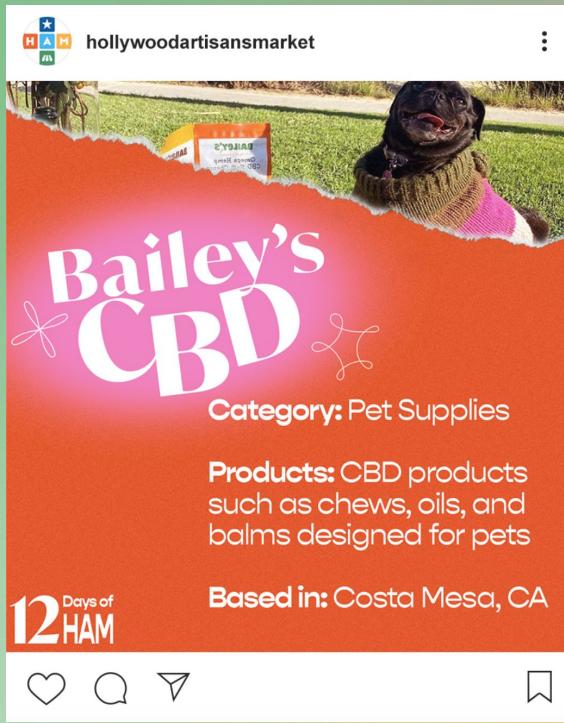


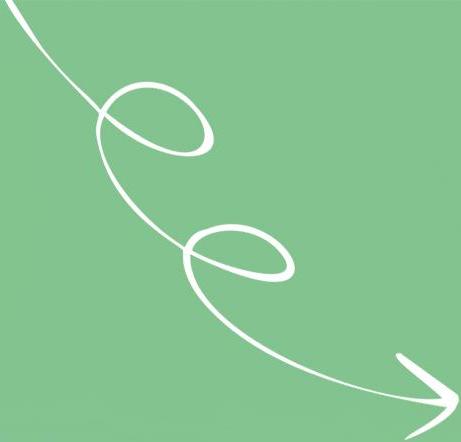
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12 Days of HAM





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!