



# **ALISA'S ANGELS FOUNDATION**

Final Presentation

Presented by:

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# Agenda

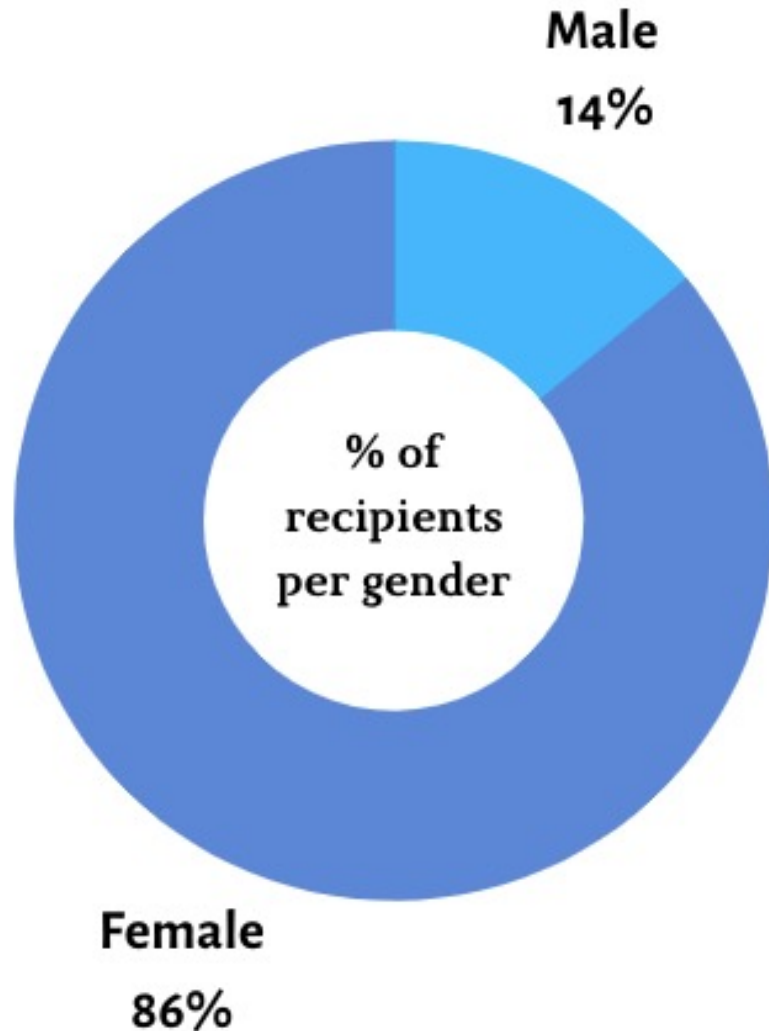


1. Situation
2. Background
3. Analysis
4. Recommendations
5. Response
6. Conclusion





# Situation



Male  
14%

Female  
86%



Develop a **market penetration strategy** that will appeal to a **broad and diverse** applicant pool

# Project Scope



# Branding Background

**57%**

Of males said blue was their favorite color

**0%**

Of males said purple was their favorite color

**35%**

Of females said blue was their favorite color

"Script type fonts are perceived to be more feminine, whereas display type fonts appear more masculine."  
Grohmann, 2016



5/8 recipients disagreed with the statement, "The logo targets a religiously neutral audience."

Agenda

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# Messaging Background



## Transparency

"I initially thought the scholarship was just for girls"  
-Anonymous recipient

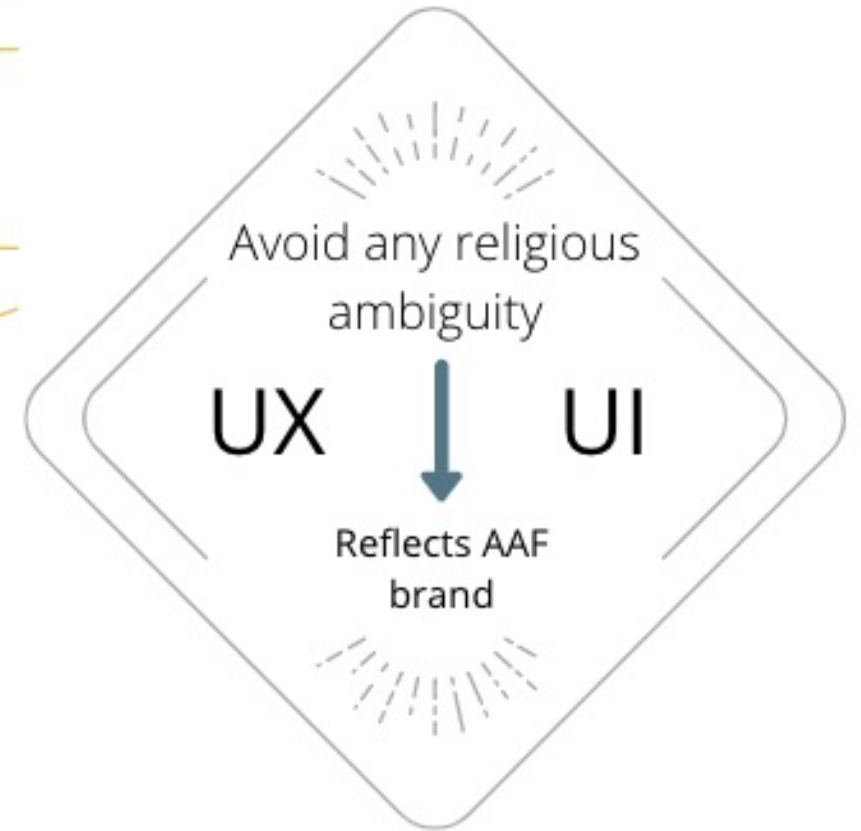
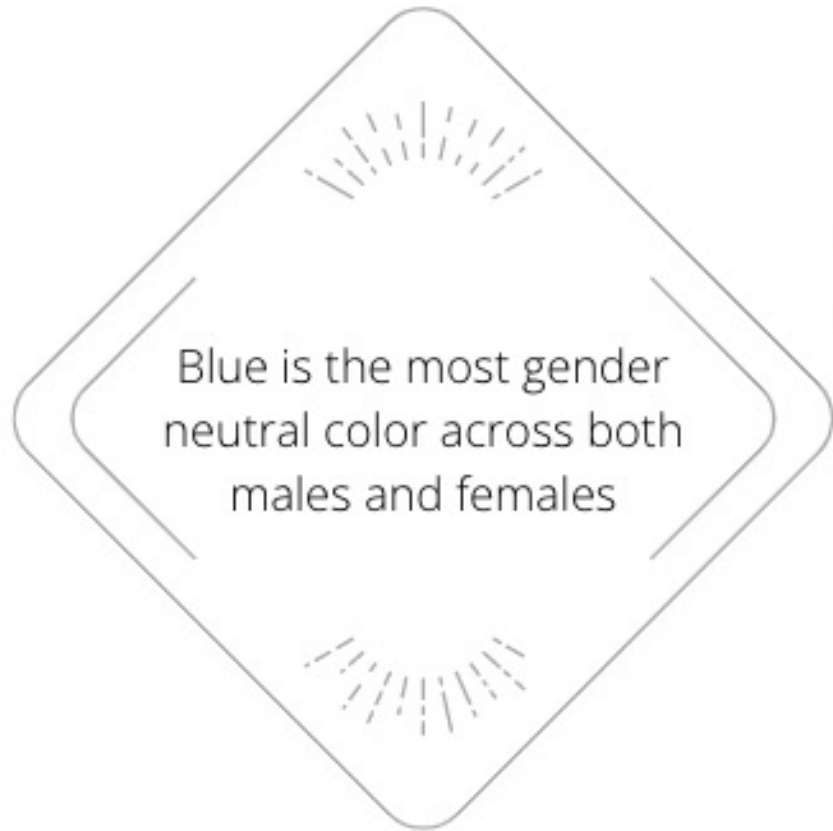
40%

Percent of consumers will switch to a more transparent brand

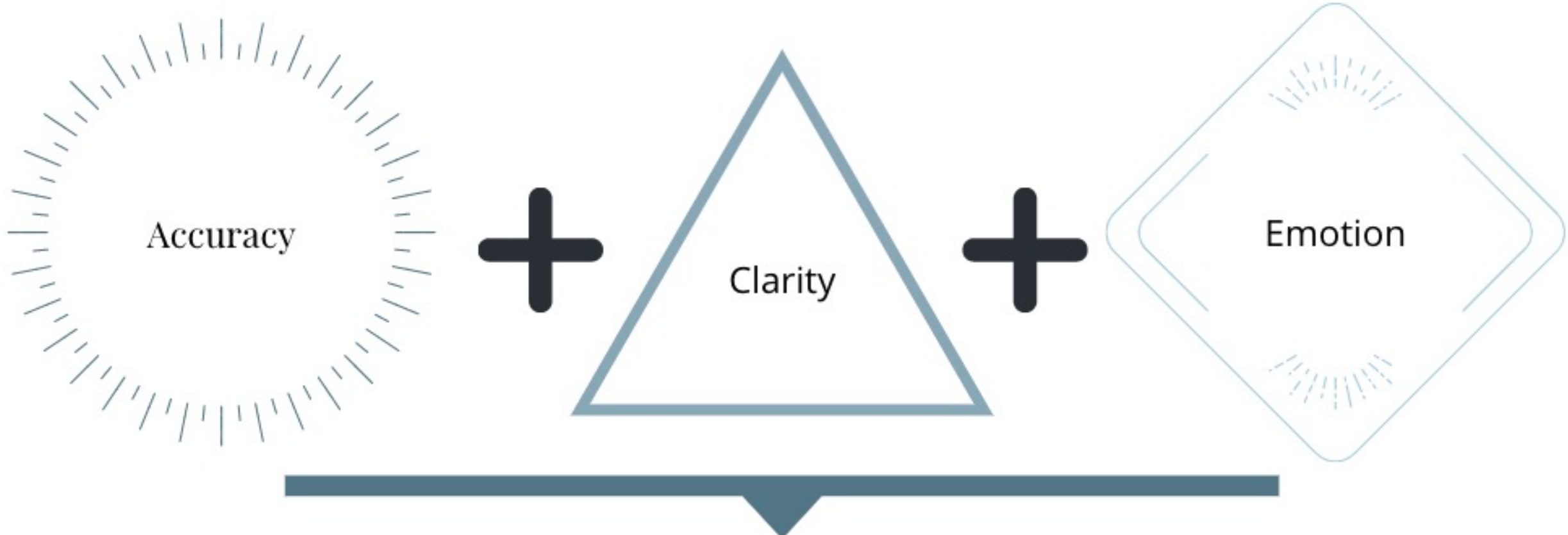


First impressions dominate 67% of applications process

# Branding Analysis



# Messaging Analysis



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# Recommendations



## Branding

Purple and  
White



Blue  
Color Palette  
#3547



Type Fonts

Helvetica

Garamond

Duru Sans

**Anton**

Cross



Angel Wings



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# Recommendations



## Messaging

### Alisas Story

Pathos



Immediately inform your audience of Alisa's **story**

### Scholarship Qualifications

Ethos



Emphasize **scholarship qualifications** so that males know they are eligible



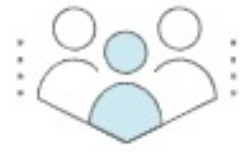
# Response



**WEEK 2 TO 8**  
**BUDGET: \$1,000**  
 ● ● ● ●  
 Subcommittee  
 outsources design  
 prototypes

**WEEK 9 TO 12**  
**BUDGET: \$0 - \$500**  
 ● ● ● ●  
 Implement new  
 logo and  
 transparency on  
 website and social  
 media

**FINISH**  
 ● ● ● ●



**WEEK 1 TO 2**  
 ● ● ● ●  
 Creation of  
 subcommittee for  
 UX/UI and  
 messaging  
 strategies



**WEEK 8 TO 9**  
 ● ● ● ●  
 Get final approval  
 from board on new  
 logo and website  
 transparency  
 changes



# Conclusion



Diversified Scholarship Applicants



Branding



Messaging

