



# Final Group Presentation

Pala Eyewear





# Research

- Looked into different ways Pala has advertised their products and ideas.
- Teams worked on the topics and ideas of the adverts and how they can portrait Palas values in the posts.
- Collected various quotes from people working at Pala.
- Looked at different articles about Pala and collected info from there.

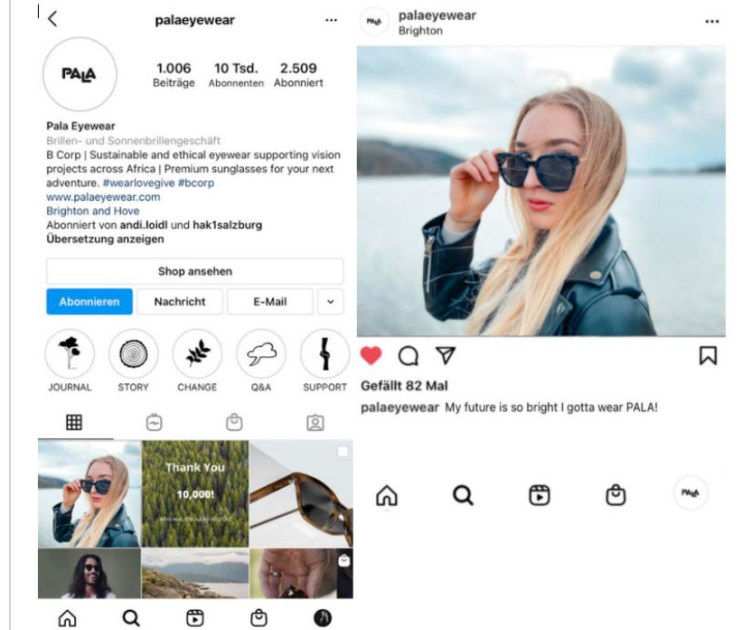


# Social media post

- Create Instagram post and story
- Slogan ideas:
  - Wear.love.give
  - Ready to join the adventure?
  - Sunglasses with a purpose

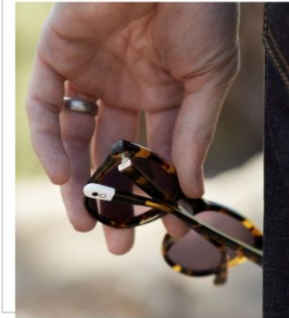
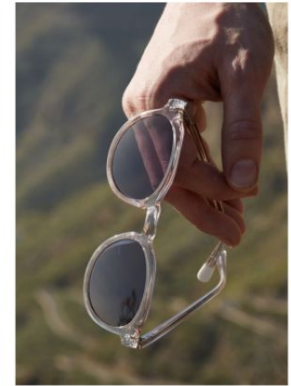
# Final Instagram post

- Slogan on the photo or written in the caption
- Landscape in the background
- Final caption: My future is so bright I gotta wear PALA!



# Instagram story ideas

- Photo of sunglasses either wearing them or holding them in our hands
- Logo of Pala on the photo
- Natural background





## Final Instagram story





# Poster

- Focus:
  - Nature, earth, subtle but noticeable
  - Key differences between Pala and its competitors (Ace & Tate)
- Simple and minimalistic design:
  - Also attract male target group (aim of company, as audience is 70 % female)
- Statement of founder
- Hashtag #makeanimpact and logo for the campaign
- Similar style to social media posts: consistency within the campaign



## Final poster





# First source of inspiration and first draft

- Background with pictures of different sunglasses
- Arrows with key points
- Nature vibes
- Nature vibes
- One row of female, one row of male frames
  - Also target male audience
- ... not chosen because of lack of consistency with social media post (and we liked the other idea better)



# Thank you!

Laura Roider, Laura Kaltenegger, Theresa Siller, Anna Ramsauer,  
Juho Sorsa, Emmi Hovi