

design for good

process book

creative brief



Sponsor

The Shop Local Campaign will be promoted by the local non-profit, Downtown Akron Partnership (DAP). Founded in 1996, DAP is governed and operated by local community members. They are dedicated to bringing people, activity, business and a thriving civic life to the city through enhancing the downtown environment by supporting the existing community and developing new, innovative programs designed to create interest in and attract people to downtown Akron. Downtown Akron Partnership's members include property owners, business leaders, government officials, residents and stakeholders who want to improve the image of downtown as a safe, convenient location for businesses, working professionals and families.

Additionally, the sponsorship could be partnered with Akronite, a local iteration of Colu, a company dedicated to stimulating local economies in the US, UK, and Israel. They provide a platform for local communities to reward shopping local and encourage community engagement. Colu & Akronite's mission/use statement: "Colu's unique platform, powered by a mobile app, delivers a city coin that engages city residents with city rewards, thereby helping cities achieve their goals. Use Colu to transform your city's vision and plans into measurable actions. The result: strong civic engagement."

What is Shop Small/Shop Local?

Shopping local is the act of making the decision to buy clothing, produce, and other goods or services from local businesses rather than large retailers. It is a counter-movement to corporate america and market monopoly. Shopping local doesn't have to mean you buy every item at a small business, but rather to make a conscious effort to obtain goods locally when possible and reasonable within one's personal economic situation.

What is the problem?

As Amazon and similar large corporate businesses have expanded their product range and delivery options, getting any item delivered to your door in a short period of time has become common place and put a high value on convenience. However, this has a negative impact on local businesses and economies, as significantly less money is distributed back into local resources and is instead moved to the locations where these corporations have headquarters and consolidate wealth into already prosperous areas and to individuals (typically CEOs) with already excessive wealth. Corporate shopping can often have a lower price tag than local shopping, as the volume of sales allows for more flexibility in loss items, and larger networks allow for more market/sales analysis of products and offering competitive prices. Additionally, the covid-19 pandemic has amplified the negative affect on local businesses, as many consumers turned to online shopping and delivery (primarily Amazon and Walmart) as a safe and more convenient method of purchasing products, and most local businesses did not have the infrastructure in place to provide their services online or via delivery. Additionally, Amazon's current domination over the online marketplace could be considered, or soon become a monopoly. With the leverage Amazon has over the marketplace left unchecked, they could become the sole provider of online and eventually in-person retail goods, which could lead to significant reduction of product diversity and disregard or complete elimination of fair prices.

The current movement

Shop Small/Shop Local as a movement has recently seen a surge of support across the U.S., partially in response to the direct impact caused by the Covid-19 pandemic. Longer standing movements/initiatives include American Express's Small Business Saturday founded in 2010 and held annually on the Saturday following thanksgiving, and the Small Business Administration's National Small Business week, started in 1963, which highlights the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories.

What can shopping local provide when corporate shopping can be more convenient/affordable?

Primarily, shopping local stimulates the local economy. By purchasing local goods and services, demand increases, therefore directly increasing the demand and availability of local jobs. While a local business may not have every product under the sun like Amazon or Walmart, these businesses often have their own unique products or services that contribute to the interest and diversity of the area. Local products, on average, also tend to be of higher quality than similar items sold online and have a higher likelihood of being more sustainable and ethically sourced. In addition to stimulating the local economy, shopping local tends to improve long-term economic health of a local area; Money spent locally can generate three and a half times more wealth for the local economy compared to corporate businesses, and nearly 60% of workers at local businesses report a high commitment score to the business compared to 39% at chains, which results in better service and improved buying experience for customers, and longer held positions and commitment to local residency for employees.

Why is shopping local important?

Shopping locally not only supports local business but re-distributes wealth back into the community. This can boost the local economy and provide more resources to improve overall livelihood and opportunities of the area. Additionally, shopping local fosters strong community relationships and diverse local culture, promotes involvement in local events, and can increase tourism by creating "destination" places, further stimulating the local economy from outside sources.

Opposition

While there is no defined opposing movement to Shop Small/Shop Local, the largest opposing factors to shopping locally are convenience, price, and the value placed on name-brand or luxury goods. While there are plenty of small businesses producing or selling luxury items, the allure of "hot" or name-brand products can be a difficult obstacle to overcome in a national culture that places high value on appearances and fitting in.

Target Audience

Akron Residents, while this is a diverse group of all ages and backgrounds the campaign will primarily focus on reaching the following;

Middle & Upper Class Residents, Aged 35-45, who can afford to put more of an economic commitment towards valuing local economy and culture over immediate convenience.

Passionate Residents who already love and value Akron's creative and unique spirit, and would be interesting/able to make smaller economic changes to support the community.

Call to Action

Primarily, to support local businesses, in the best form for the individual, whether that be retail, services, or food & dining.

Secondly, to get involved in the local community, by participating in events, or encouraging friends and family to shop local.

Tone

The tone of the campaign may vary between quirky and empowering, but will overall carry an authentic tone to appeal to Akron's multi-faceted culture, and address but not invalidate COVID-19 related concerns involved in local shopping.

Quirky, A playful approach to compliment Akron's unique scene & vibrant community.

Empowering, The viewer has the power to bolster and improve or contribute to local economy and culture.

Mandatories

Each deliverable to visually display the following:

Downtown Akron Partnership Branding

- Official Logo
- Website (www.downtownakron.com)

Call to action, encouraging the audience to support local business & community.

Deliverables

- One (1) 11" x 17" poster.
- A series of three (3), sequential full page print advertisements for a magazine.
- The landing page of a web site with a call to action to support local businesses.
- One public transportation application.
- One item of choice that incorporates a unique way to promote the shop local movement.

Possible Ad Applications

Magazines

Hey Akron
AkronLife

Newspapers

The Devil Strip
Akron Beacon

Transportation

Bus, interior or exterior
Mall, Digital LED or hanging banner

Choice

Canvas tote
Lanyard
Custom Traveler Mug

Budget

Estimated

At an hourly rate of \$25/hr, the project budget is estimated at \$2500, accounting for 100hrs of time spent.

Project Hours Breakdown

Research.....	15
Sketching.....	10
Rendering.....	30
Revisions & Editing.....	25
Mock ups.....	20

research

Shop Local

What is the Shop Local movement?

Shopping local is the act of making the decision to buy clothing, produce, and other goods or services from local businesses rather than large retailers. It is a counter-movement to corporate america and market monopoly.

Pros

- Supports local business and stimulates local economy
- Typically better for the environment/lower carbon footprint due to not needing to ship product to customers
- Creates demand for local jobs
- unique goods/ services
- average quality of goods may be higher than online or big box shopping
- Food / items have a higher likelihood of been ethically or sustainably sourced
- Can increase tourism and create "destination" places, further stimulating local economy
- Typically less waste is produced
- Boosts community relationships

Cons

- Corporate shopping can be more convenient and affordable
- While overall goods quality may be typically higher, there is also typically less quality control in local goods than mass-produced ones

Local Businesses & Services, Akron

Arts & Culture
Akron Art Museum

Food & Dining
Chill Ice Cream
Evelyn's
Artisan Coffee
Angel Falls coffee co
Sweet Mary's Baker
West Side Bakery
Zubs

Local Services
Akron Maker Space

Data shows that local retailers return 52 percent of their revenue back into the local economy, compared to just 14 percent for national chain retailers. Money circulating through the local economy benefits everyone who is a part of each transaction⁹

Dirt River Bicycle works
Levels Barber Studio

Home & Garden
Leaf
akron garden center
pettiti's

Clothing
Rubber City Clothing

Retail
Full Grip Games
Elizabeth's

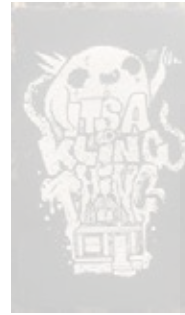
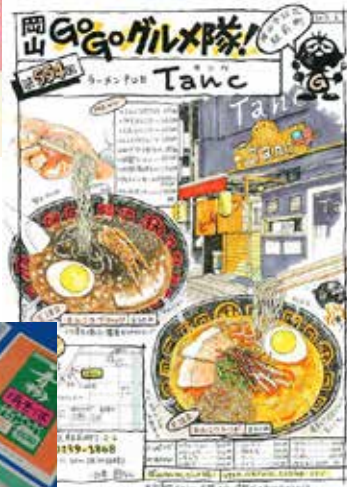
More data to buy local

- » A local business will generate 70% more local activity per square foot than a big box store
- » Local shops will produce a net annual return of \$326 per 1,000 square foot compared to a net annual deficit of \$468 per 1,000 square foot for big box stores
- » The money we spend locally will generate three and a half times more wealth for the local economy compared to chain-owned businesses
- » If every U.S. family spent an additional \$10 per month at a local shop, the result would be an additional \$9.3 billion directly returned to the local economy
- » Nearly 60% of workers at local businesses report a high commitment score to the business compared to only 39% at chains, which results in better customer service and an improved buying experience
- » Buying local helps immigrants; 28% of all main street businesses are owned and operated by immigrants and from 2000-2013, 48% of the overall US growth of business ownership was attributed to immigrant business owners

Links & Resources

1. <https://spana.org/blog/10-benefits-of-shopping-local/>
2. <https://www.independentwestand.org/what-happens-when-you-shop-local/>
3. <https://ced.msu.edu/upload/reports/why%20buy%20local.pdf>
4. <https://www.entrepreneur.com/article/244839>
5. <https://empiread.com/blog/what-is-the-shop-local-trend/>
6. <https://business.nextdoor.com/local/resources/how-covid-19-has-changed-the-way-we-shop-locally>
7. <https://www.entrepreneur.com/article/244839>
8. <https://www.downtownakron.com/explore/shop>
9. <https://shiftworkspaces.com/really-matter-buy-local/>





Possible Type Pairings

Franklin Gothic
Bely Display
Neue Haas Grotesk

Azo sans
Tuppence

Azo sans
Providence Sans Pro

Hand-lettering Sample

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
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OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DESIGN FOR GOOD
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Possible Taglines & Sub tags

Lower price can't justify higher cost. Shop Local.
Support our community.
Keep Akron _____. Support local business.
Put your money where your mouth is — Shop Local.
Put your money where your home is
Put your money where your community is
Akron flourishes when you shop local.
Change doesn't have to be big.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

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Azo sans
Tuppence

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Providence Sans Pro

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AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DESIGN FOR GOOD
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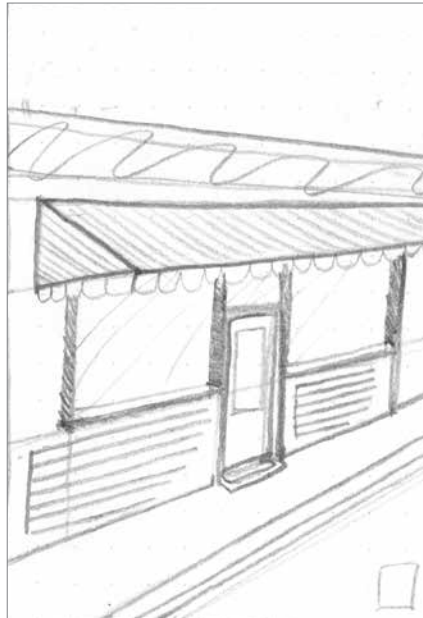
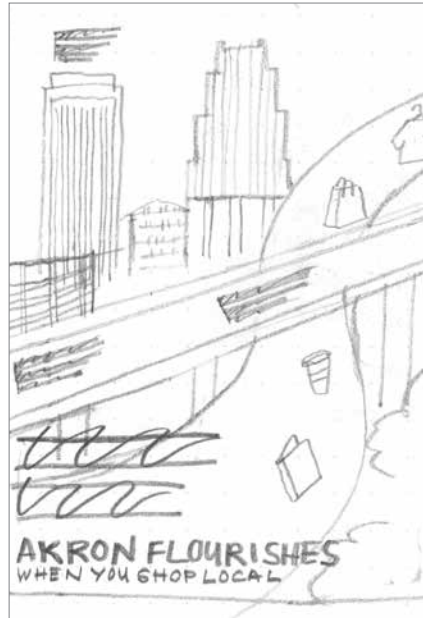
Taglines & Sub-tags

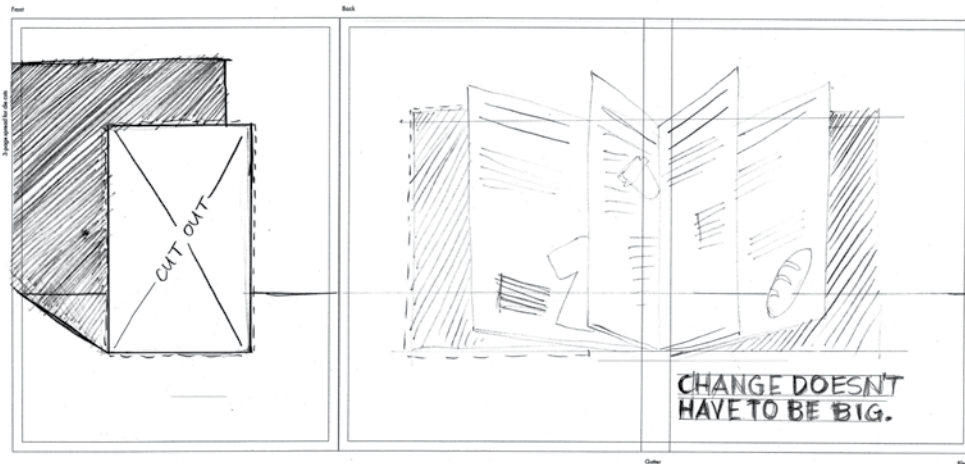
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Keep Akron _____. Support local business.
Put your money where your mouth is — Shop Local.
Put your money where your home is
Put your money where your community is
Akron flourishes when you shop local.
Change doesn't have to be big.
eat fresh. shop local.
have fun. shop local.
read abundantly. shop local.
sip joyfully. shop local.

ABCDEFGHIJKLM
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abcdefghijklmno
pqrstuvwxyz

idea development

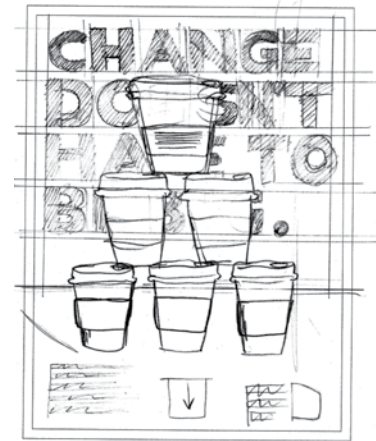






Akron Life - Full Page 8.125in x 10.875in
+ .25in for full bleed on all edges

Akron Life - Full Page 16.25in x 10.875in
+ .25in for full bleed on all edges and .75in gutter



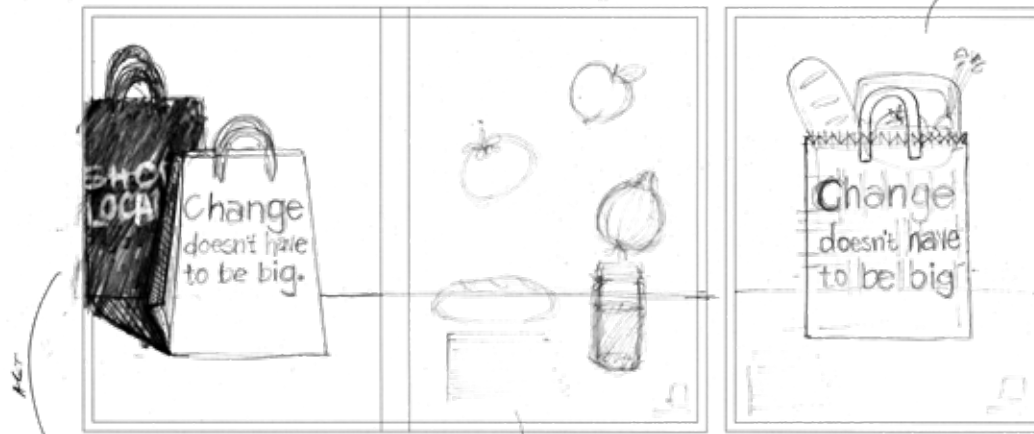
Akron Life - Full Page 8.125in x 10.875in
+ .25in for full bleed on all edges



1/23

ME PUNCH
 TO SPECIFY LOCAL PRODUCTS & WHERE TO BUY IT
 PRODUCTS ARE FOLD-UP PLAYS W/ SHOP LOCAL BENEFITS
 COULD HAVE BUMP UP NEXT TO ITEMS INSTEAD

BAG IS POUCH PRODUCTS CAN BE FILLED OUT W/ INFO ON BACKS



Akron Life - Full Page 16.25in x 10.875in
+ .25in for full bleed on all edges and .75in gutter

Akron Life - Full Page 8.125in x 10.875in
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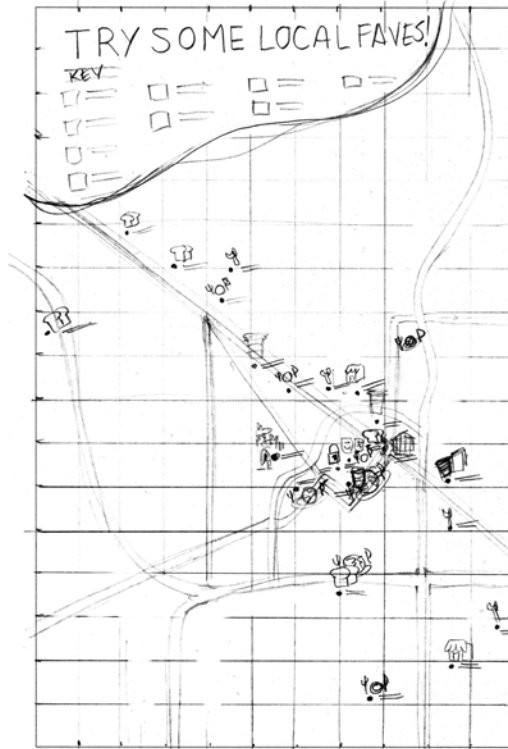
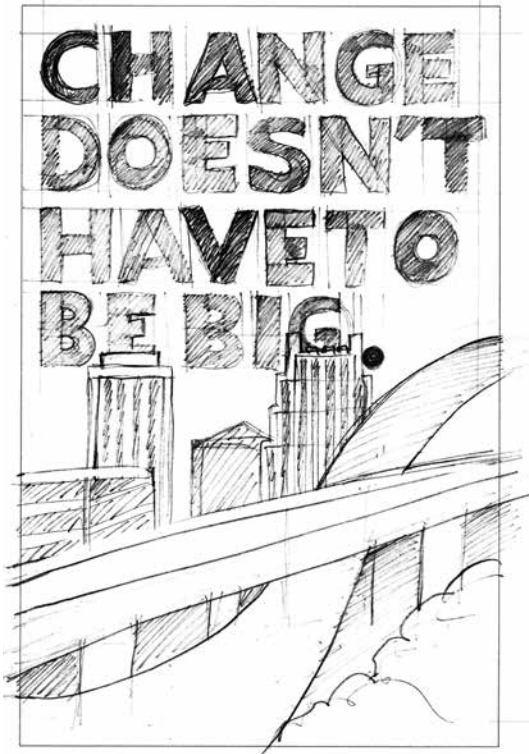
WHY SHOPPING LOCAL MATTERS

TO USE IF YOU DON'T HAVE



ACT





STOP AKRON LOCAL

NOT SURE WHERE TO START?

SURE, I LOVE AKRON. BUT WHY DOES IT MATTER WHERE I SHOP?

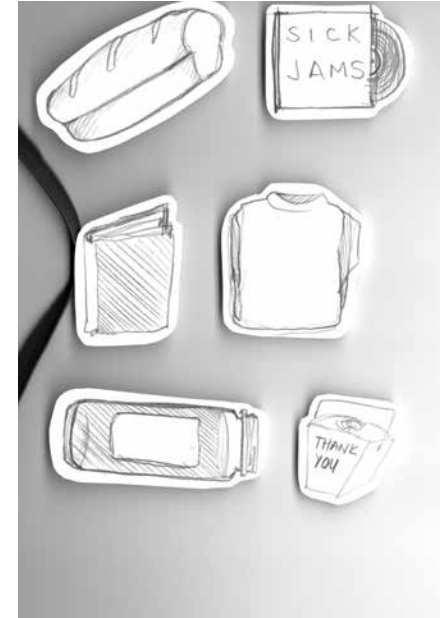
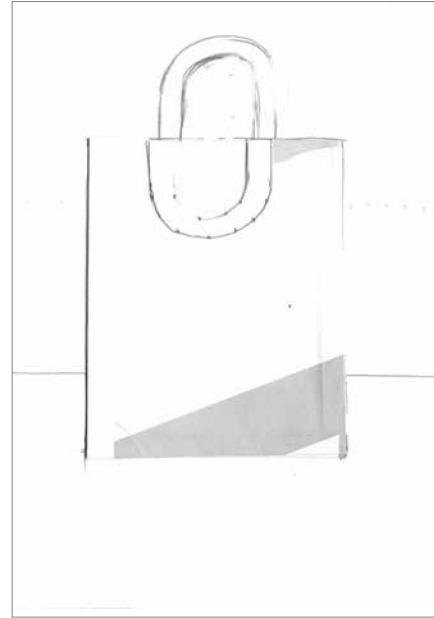
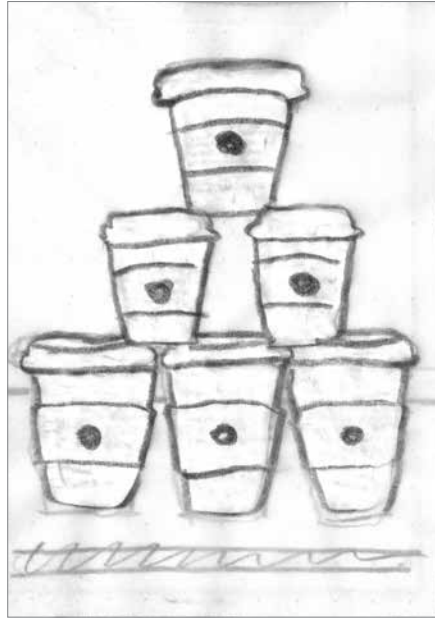
DOESN'T SHOPPING LOCALLY COST MORE? I DON'T WANT TO BREAK THE BANK.

I ALREADY SHOP LOCAL BUT...

BUT THIS ITEM ISN'T STOCKED BY ANYONE LOCAL.

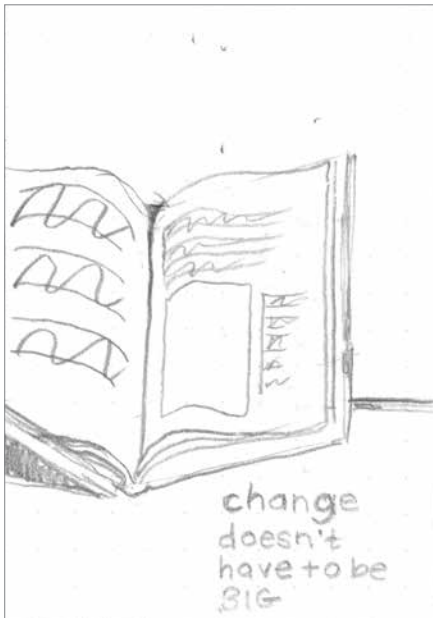
OKAY, BUT WHAT DO I GET OUT OF THIS?

- NEVENUS DOG AKRON COFFEE ROASTERS
- BUEYAN'S RAILING POINT LYEH THAI RESTAURANT
- AKRON MOT MUSEUM
- AKRON ZOO
- AKRON CIVIC THEATRE
- TOW PATH
- NORTHSIDE MARKET PLACE
- DOMINIC'S AUTOMOTIVE
- SWAN HARDWARE
- A-DESKADADA LOCK SERVICE
- ROOFERMI THRESTOCATION
- DIAMOND DELI
- AKRON FAMILY RESTAURANT
- WALK IN THE PARK CAFE
- NIKO'S SANDWICH BOARD
- WESTSIDE BAKERY BREADS
- TIFANY'S BAKERY
- SWEET MARY'S
- SANA BEL MIDDLE EAST BAKERY
- STOREFRONTS, MARKETS
- COFFEE
- BAKED BREADS
- GLOBAL / INTERNATIONAL EATS
- THEATERS
- ZOO
- ESCAPE ROOM



semi-pop up

fronts



sketch

transparency

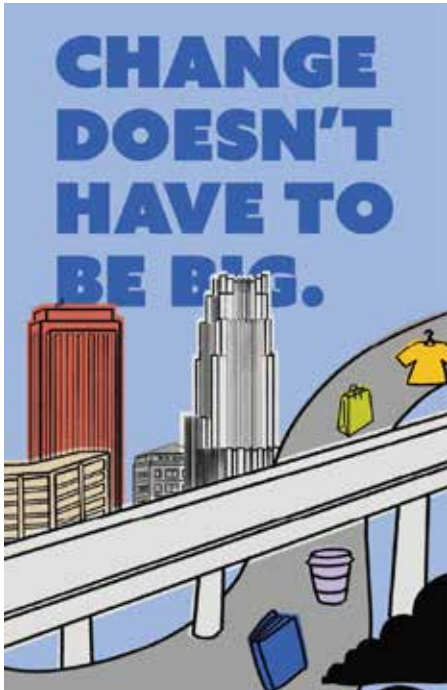
two-layer

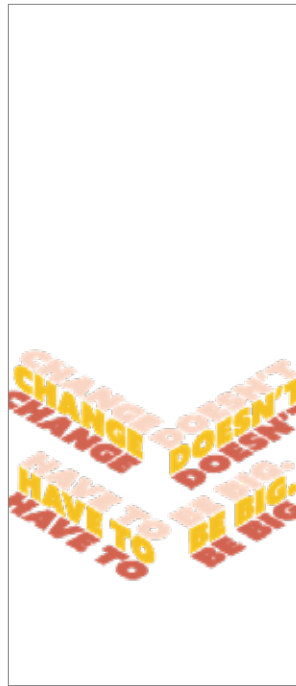
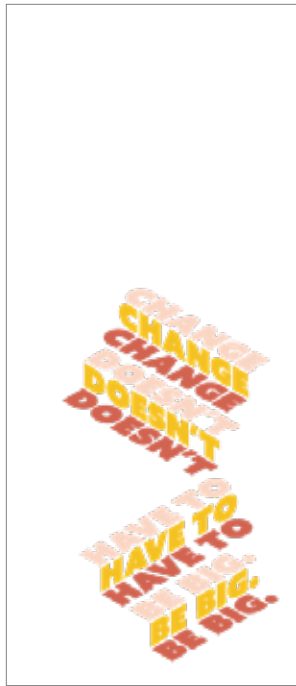


backs

die-cut

cut & fold explorations





**CHANGE
DOESN'T
HAVE TO
BE BIG.**

Akron thrives when
you shop local.

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roughs



**CHANGE
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already out with friends?
give that local brew a try.

have fun, shop local.
having your right in the
heart of your community
is only a hop away.

**CHANGE
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already out with friends?
start the cheers with a
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CHANGE DOESN'T HAVE TO BE BIG.

On average, only 19% of revenue generated by corporate and chain businesses is returned to the local economy.

read on another planet? And just use the little bookies for riding down the road.

shop local. read abundantly.

On average, only 19% of revenue generated by corporate and chain businesses is returned to the local economy.

With over 30% of small business revenue returning to the local economy, your small businesses make a difference. When you might be using a few dollars getting a book online with the internet, getting a book online, but spending locally, you'll get more out of it. A part of each purchase, helping strong community relationships, shared local culture, and providing investment in their needs.

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read abundantly.
shop local.

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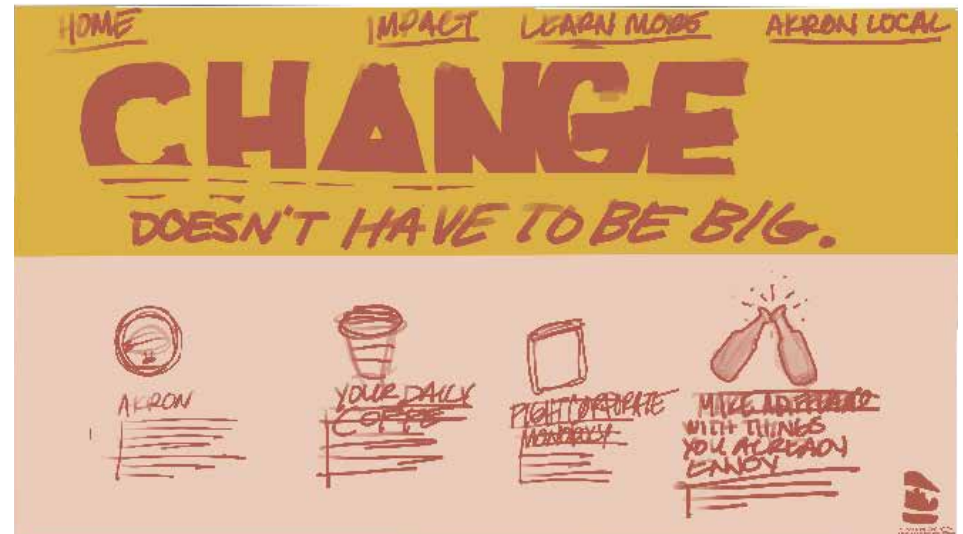
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refinement

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have fun. shop local.
planning your next night on the
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by visiting downthetrack.com

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planning your next night on the
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by visiting akronbeer.com

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CHANGE
doesn't
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be **BIG.**

meeting up with friends?
say cheers at a local brewery

shop local. have fun.

planning your next night on the town? Did you ever decide what to do by visiting www.brewery.com?

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say cheers at a local brewery

shop local. have fun.

planning your next night on the town? Did you ever decide what to do by visiting www.brewery.com?

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flat

CHANGE DOESN'T HAVE TO BE BIG.

With over 50% of small business revenue returning to the local economy, even small commitments make a difference.

Sure, you might be saving a few dollars ordering a book online with that sweet, sweet prime shipping, but shopping locally benefits everyone who is a part of each transaction, fostering strong community relationships, diverse local culture, and promoting involvement in local events.

need an amazon alternative? find your new favorite bookstore by visiting downtownaction.com

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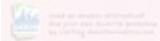
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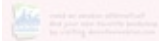
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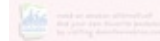
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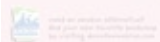
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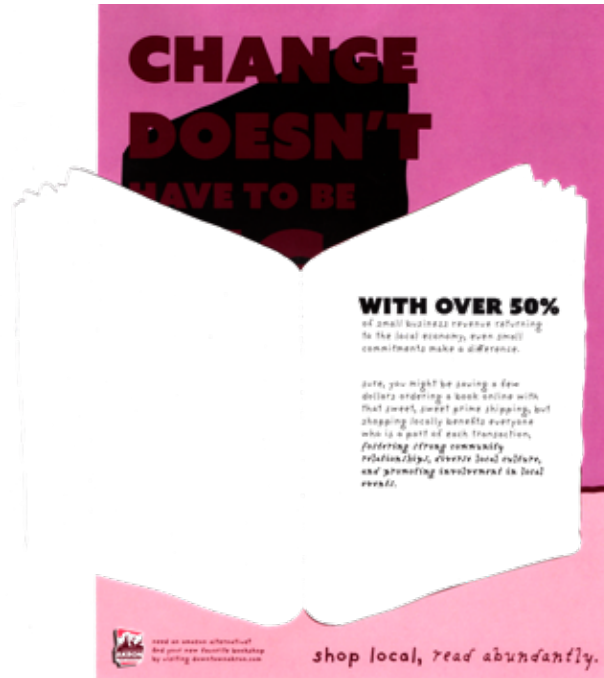
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physical mockup



digital mockup



physical mockup



digital mockup



flat



mockup interaction







flat



mock up **interaction**



round 1



round 2



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GET IT LOCAL INSTEAD.



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CHANGE DOESN'T HAVE TO BE BIG.



MONDAY PICK-UPS There's no time like the present to get your weekly coffee fix. Monday pick-ups are a great way to get your coffee fix and support local businesses.

MAKE A DIFFERENCE WITH THE THINGS YOU ALREADY ENJOY. Shopping local doesn't mean giving up on the things you love. It means finding ways to support local businesses while still enjoying the things you love.

FIGHT CORPORATE MONOPOLY. Shopping local helps support local businesses and keeps money in the local economy. It also helps to fight corporate monopolies.

WHY SHOP LOCAL? Shopping local helps support local businesses and keeps money in the local economy. It also helps to fight corporate monopolies.


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CHANGE DOESN'T HAVE TO BE BIG.

GET IT LOCAL INSTEAD.

Small contributions make a big impact.

With over 50% of local business revenue circulating back to the local economy, your morning brew fuels more than just your work day. Local businesses help support the community, art and culture, and all the other cool things you love about Akron.




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Akron thrives when you shop local.

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CHANGE DOESN'T HAVE TO BE BIG.

Shopping local doesn't have to be a huge commitment. Shopping just \$50 of your monthly budget from corporate shops to a local is enough to make a positive impact. A coffee here, a night out there, and you're already making a difference.

GET IT LOCAL INSTEAD.

The money we spend at shopping local can generate more and a lot more results for the local economy compared to other retail businesses. That means more money for community events, better schools, and more jobs. And shopping local helps support local businesses and keeps money in the local economy.

Along with supporting the economy and local economic stability, it's great for the environment. Shopping local means that you're not contributing to global warming. You can help by going green.



that monday pick-me-up could fuel a lot more than your 9-5.

READY TO FIND YOUR NEW AKRON FAVE?



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MONDAY PICK-UPS
 Start your week off strong by picking up your coffee at a local business. It's a small gesture that makes a big difference.

MAKE A DIFFERENCE WITH THE THINGS YOU ALREADY ENJOY.
 You already love your coffee. Why not get it from a local business? It's a small gesture that makes a big difference.

FIGHT CORPORATE MONOPOLY.
 Supporting local businesses helps create jobs and keeps money in the community. It's a small gesture that makes a big difference.

WHY SHOP LOCAL?
 Shopping local supports the economy, creates jobs, and keeps money in the community. It's a small gesture that makes a big difference.

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CHANGE DOESN'T HAVE TO BE BIG.

GET IT LOCAL INSTEAD.

Small contributions make a big impact.

With over 20% of local business revenue contributing back to the local economy, your morning brew just may be the most powerful way to support the community, create jobs, and make sure all the stars and stripes you love about Akron.

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Shopping local doesn't have to be a huge commitment. Shopping just \$10 of your monthly budget from corporate shops to a local business makes a positive impact. A coffee here, a night out there, and you're already making a difference.

GET IT LOCAL INSTEAD.

Start your week off strong by picking up your coffee at a local business. It's a small gesture that makes a big difference.

READY TO FIND YOUR NEW AKRON FAVOR?
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DOWNTOWN
AKRON
REDEVELOPMENT

The main advertisement features a vibrant yellow background. On the left and right sides, there is a stylized illustration of a city skyline with various buildings, some with windows, and several coffee cups. The text is centered and uses a mix of bold, uppercase sans-serif fonts and lowercase sans-serif fonts. The word 'BIG.' is significantly larger than the other text.

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DOWNTOWN
AKRON
REDEVELOPMENT

This is a lighter, faded version of the main advertisement, maintaining the same layout and elements but with a lower color intensity.

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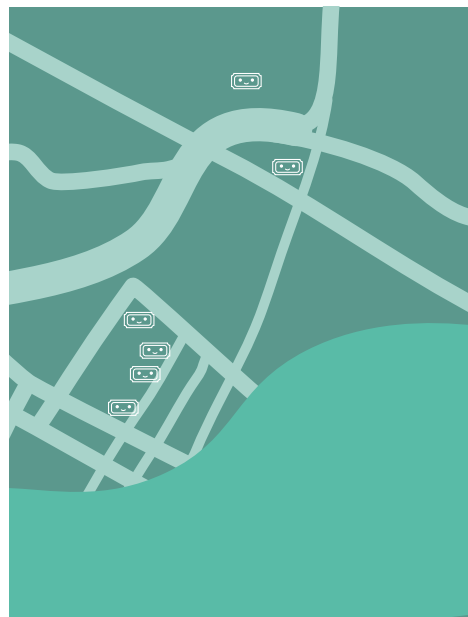
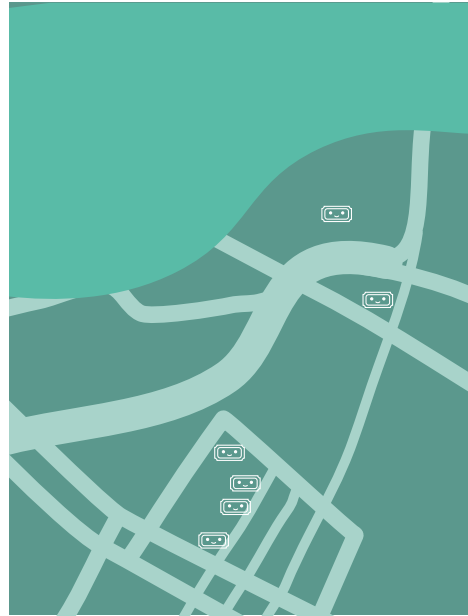
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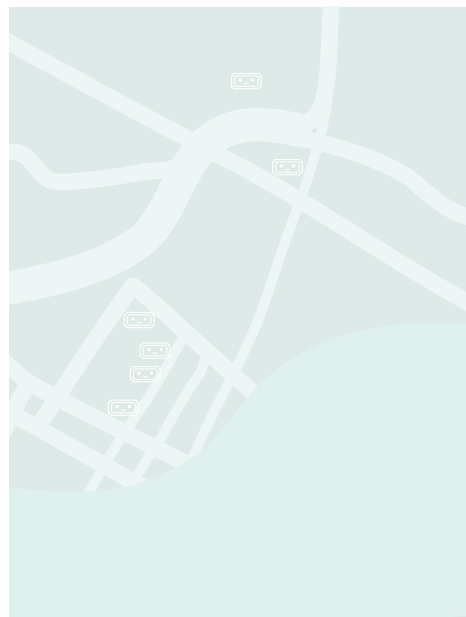
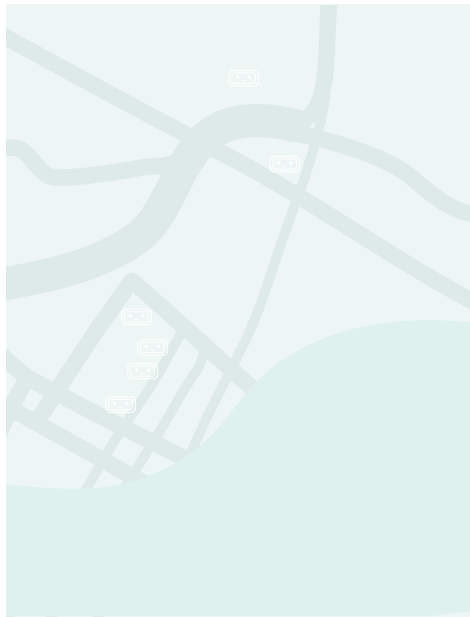
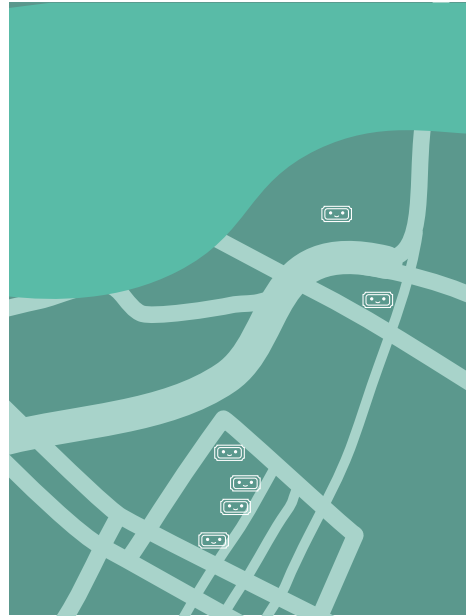
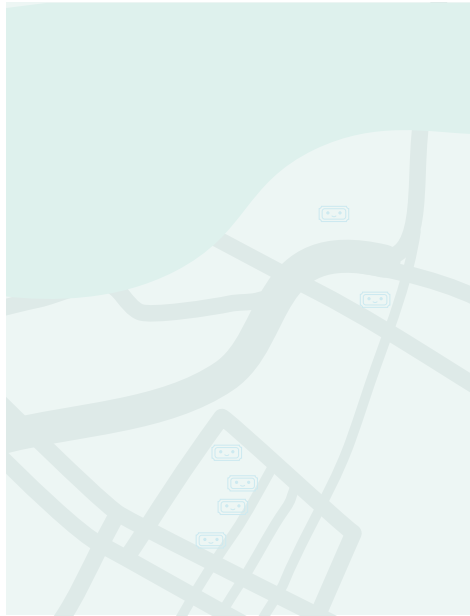
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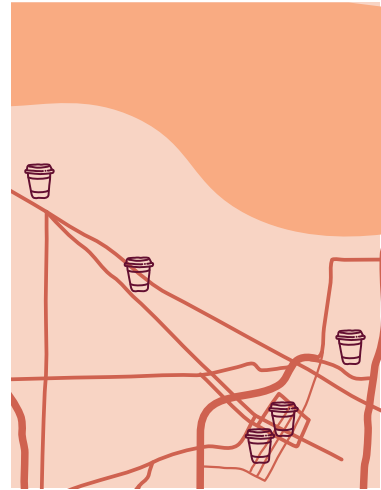
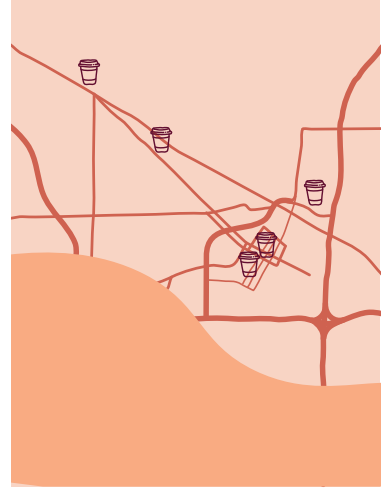
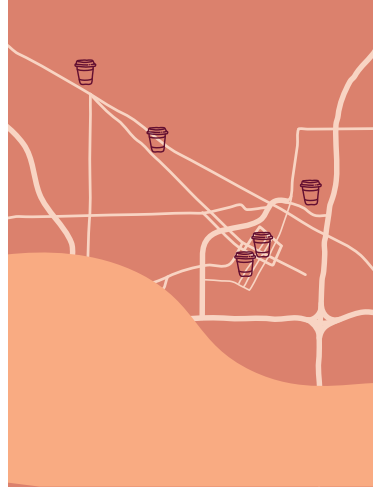
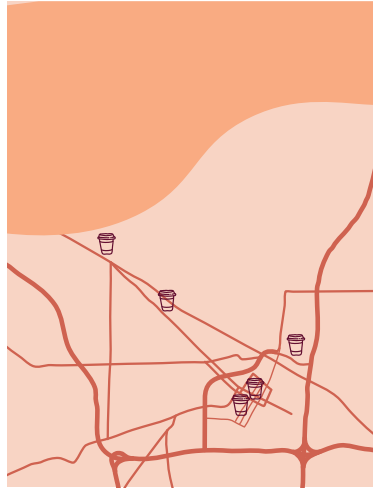
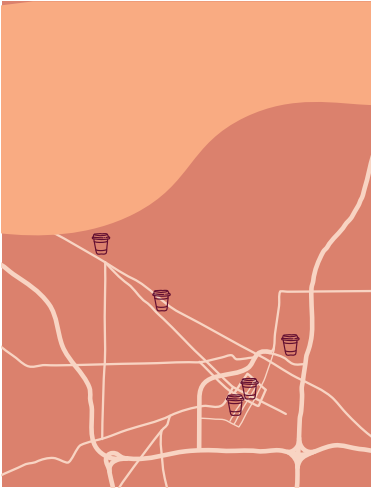


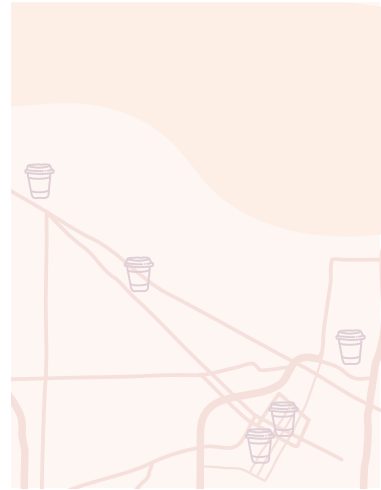
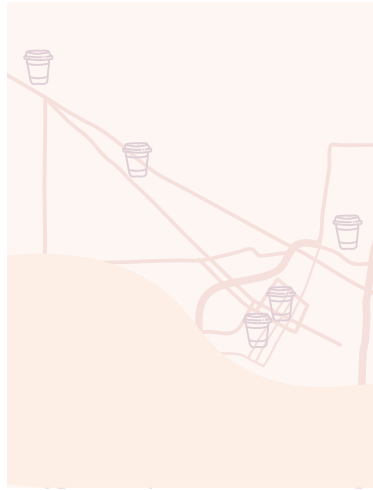
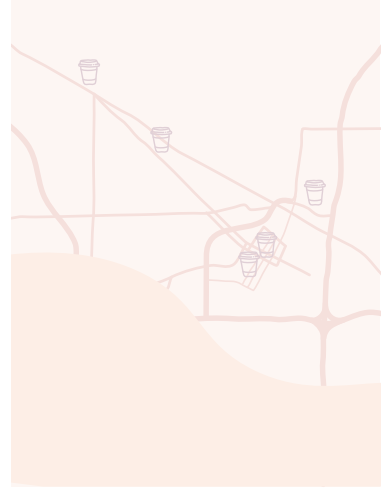
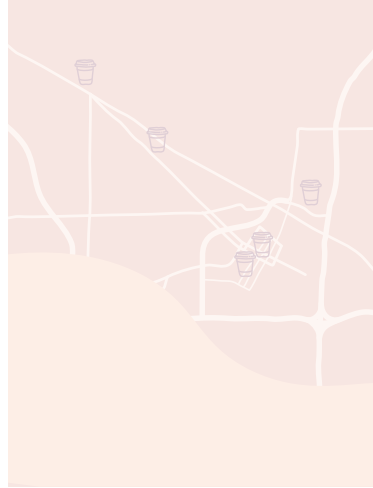
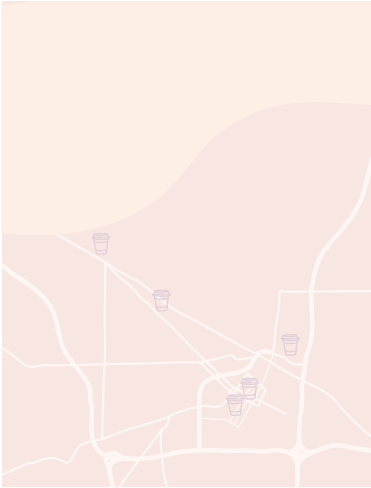












WHAT ARE YOU DOING THIS WEEKEND?

try a local offering.

Akron Civic Theatre 181 S Main St
 Akron Art Museum 1 S High St
 Akronym Brewing 56 E Market
 BLU Jazze 47 E Market St
 The Great Escape Room 323 S Main St
 Jilly's Music Room 111 N Main St
 OH SNAP Photo Lab 109 S Main St

www.akron.com

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NEED A NEW PASS-TIME?

take a page out of akron's local recommendations.

Elizabeth's Bookshop & Writing Centre 647 E Market St
 Full Grip Games 121 E Market St
 Rubber City Comics 74 E Mill St

www.akron.com

MORNING SLUMP GOT YOU DOWN?

grab a local cuppa' joe.

Akron Coffee Roasters 30 N High St
 Artisan Coffee Roasters 1745 W Market St
 Evelyn's Coffee & Balm Mill 11 E Exchange St
 Muggswitz Coffee & Tea Co. 373 S Main St
 Nervous Dog Coffee Bar 1530 W Market St

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 Nervous Dog Coffee Bar 1530 W Market St

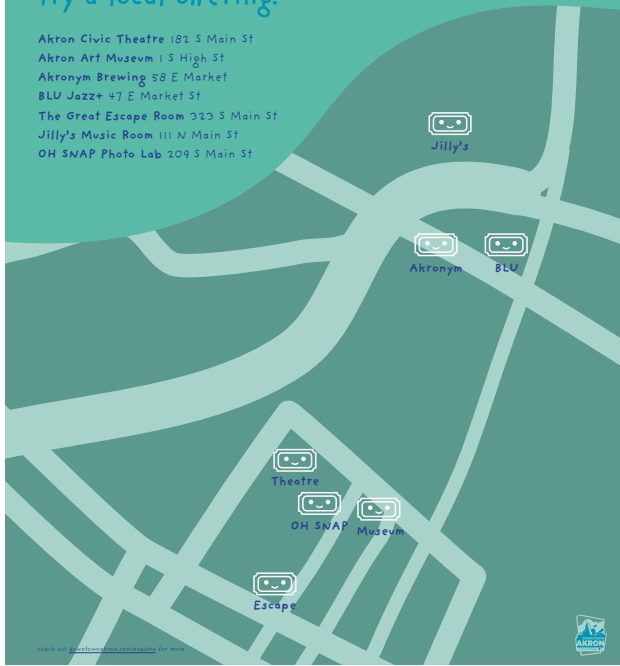
Artisan
 Nervous Dog
 Muggamiz
 Evelyn's

www.akron.com/visit

WHAT ARE YOU DOING THIS WEEKEND?

try a local offering.

- Akron Civic Theatre 182 S Main St
- Akron Art Museum 1 S High St
- Akronym Brewing 58 E Market
- BLU Jazz+ 47 E Market St
- The Great Escape Room 323 S Main St
- Jilly's Music Room 111 N Main St
- OH SNAP Photo Lab 209 S Main St



check out akronohio.com/visit for more



NEED A NEW PASS-TIME?

take a page out of akron's local recommendations.

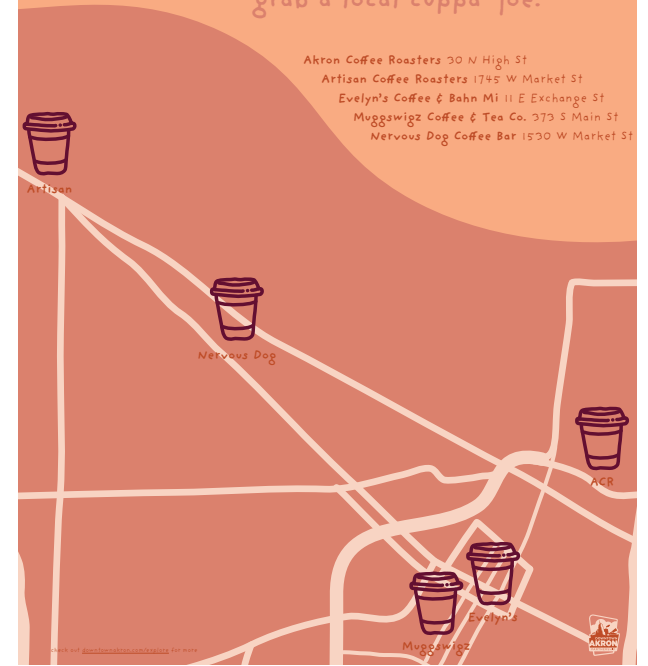
check out akronohio.com/visit for more



MORNING SLUMP GOT YOU DOWN?

grab a local cuppa' joe.

- Akron Coffee Roasters 30 N High St
- Artisan Coffee Roasters 1745 W Market St
- Evelyn's Coffee & Bahn Mi 11 E Exchange St
- Muggswigz Coffee & Tea Co. 273 S Main St
- Nervous Dog Coffee Bar 1530 W Market St



check out akronohio.com/visit for more



final mock ups & designs



website



poster

magazine ads



bonus items maps, a-frame sidewalk board



transportation ad

