

INDIVIDUAL CREATIVE STRATEGY

HANAD ADAM

HARDWORK ALWAYS



Hanad Adam

By: Hanad
Adam

TABLE OF CONTENTS

Brand Name.....	03
Purpose of IMC Campaign.....	03
Purpose of Brand.....	03
Value Statement.....	04
Target Market: People.....	05
Problem	08
Marketing Mix Description.....	10
Positioning Statement.....	14
Potential.....	15
Persuasion.....	17
Brand Elements.....	18
Creative Message Strategy Method (CMSM).....	21
Sample Execution (EXE).....	22

Brand Name

HANAD ADAM

Purpose of IMC Campaign

- The purpose is to portray my individual brand so that marketing employers can see my skills and how I deliver through my work

Purpose

- To provide creative and innovative ways to clients and consumers so that they can grow their marketing skills and live with the mindset that anyone can be a marketer even if they don't see themselves that way

Value Statement

Self Confidence: Showing that no matter what people say about your skills, belief of one's own abilities is what matters most.

Respect: Everyone has their own starting point in life, so you should live with a perspective of treating others as a reflection of how you yourself want to be treated.

Innovation: Be as creative as you can, there isn't one solution to everything. Live curiously and constantly seek ways to improve upon ideas.

Inclusion: Every different person brings something unique to the table, so don't diminish people based on their looks as you miss out on a world of brand new ideas.

Brilliance: Work hard to achieve radiance. Rather than focus on quantity, strive to maximize quality.

Target Market: People

Geographics	• Seattle • Austin • San Diego
Firmographics: Industry	• Music • Sports • Personal Development
Firmographics: Work	• Digital Marketing • Advertising • Content Marketing

Psychographics:

Values

Sustainability: A business that cares for the environment over the bottom line

Aspire Creativity: A business that looks to constantly innovate based on consumer needs

Attitudes

Ambitious: A business that invests in ideas and improves upon them, than settle for mediocrity

Ethical: A business that wants to be ambitious but doesn't cut corners to reach that stage

Lifestyle

Work-Life Balance: A business that blends high productivity, while not mentally draining employees

Mixed Work Structure: A mix between working behind a screen and working with people

Interest

Mental Health Awareness: Looks to promote mental well being of workers

ADEI: Takes ADEI into consideration



Target Market: People

Usage Rate	• Urgent For employers and consumers that they need a driven marketer
Usage State	• Non User
Benefits Sought By Employer	• Hardworking • Relatability • Collaborative • Innovative



Problem

Problem Statement:

Problem Statement: Local Business

I'm a marketing manager

I'm trying to to increase brand awareness to liking

But it's difficult to increase consumer liking

Because there is a gap between consumers to the company when it comes to relatability

Which Makes Me Feel inadequate in serving consumer needs

Problem Statement: Large Scale Business

I'm a Chief Marketing officer

I'm trying to reinvent the marketing strategies to find a loyal audience

But I'm struggling to separate my brand from others

Because The target market isn't clearly defined

Which Makes Me Feel inferior to other Large Scale Businesses

User Story

User Story: Local Business

As as an Associate media Director

Like Rebeka Spencer at Copacino + Fujikado

Who works to produce comprehensive advertising plans

So That to build strong vendor relationships and coordinate with them when needed

User Story: Large Scale Business

As a Chief Marketing Officer

Like Takeshi Numoto, CMO of Microsoft

Who leads a team that drives the company's business model for its broad portfolio of offerings

So That alongside Microsoft to empower every person and every organization on the planet to achieve more

Marketing Mix

Distribution Strategy

<i>Product or Service</i>	Product
<i>Method</i>	Direct Distribution
<i>Intensity</i>	Selective Distribution
<i>Channels</i>	In Person Online Website

Pricing Strategy

<i>Objective</i>	Segmentation Analysis
<i>Strategy</i>	Broad then Targeted based on needs
<i>Willingness to Pay</i>	\$60,000
<i>Range</i>	\$55,000–\$95,000

Product Strategy

<i>Customer Benefits Sought</i>	<i>Physical Features</i>	<i>Intellectual Advantages</i>	<i>Emotional Benefits</i>
Hardworking	Content that is made high effort	Delivering content that readers can be motivated by	Inspired Motivated
Relatability	Content that speaks to a segment not usually represented	Seeing content that speaks to a market not normally spoken to helps build connections	Trust Supported Accomplished
Collaborative	Adapting to work with others and features other marketers who relate to topic	Seeing someone reference other established marketers, increases awareness of marketing communications	Fresh Motivated
Innovative	New ideas made, fresh content	Delivering new ideas, makes reading marketing content more digestible	Trust Rejuvenated

Marketing Mix

FAB PIE

	Customer Benefits Sought	Brand Physical Features	Brand Intellectual Advantages	Brand Emotional Benefits
Product	See above Table	See above Table	See above Table	See above Table
Place	Easily Accessible content	Online, Easy to use website UI	Multiple channels for video and blogs	Inspired Motivated
Price	Content worth the price	Blogs Appealing to a broad and specific audience	Wide range of content increases chance of finding something for a larger customer market	Satisfied Appreciative

Value Proposition

I Help	• companies struggling with reaching a target market
Do	• Better segment their market and reach consumers
By	• Focusing on relatability, and providing marketing tips that support clarity towards marketing campaigns and build connections

Positioning Statement

For	Companies struggling with reaching a target market
Who	Want to build a business to consumer (B2C) connection
<i>I am the only content creator that provides</i>	Creative and Relatable solutions that are valuable to consumers
Unlike	Other marketing content creators
Because	I create content that supports people who aren't usually represented in the marketing field, and people regardless of their marketing knowledge can find something of value to use

Potential

Marketing Objectives

Objective	From	To	By
User Growth	191 LinkedIn Connections	300 LinkedIn Connections	June 30, 2025
Trial Rate	No Marketing Internship	Entry- Level Marketing Internship	September 30, 2024
Revenue Target	\$0 in career related jobs	At least \$55,000 salary	September 30, 2025

Communication Objectives

Increase to 10% Awareness	By September 30, 2025
Increase to 7% Knowledge	By December 30, 2025
Increase to 7% Liking	By March 30, 2026
Increase to 5% Preference	By June 30, 2026

Persuasion

Tagline

HARDWORK ALWAYS

This tagline represent my initials, but also the fact that to get successful in life, you should always be hardworking. A consumer will choose the brand that works harder to bring value to them, then a brand that's low effort

Brand Elements

Common Brand Associations

Colors



Fonts

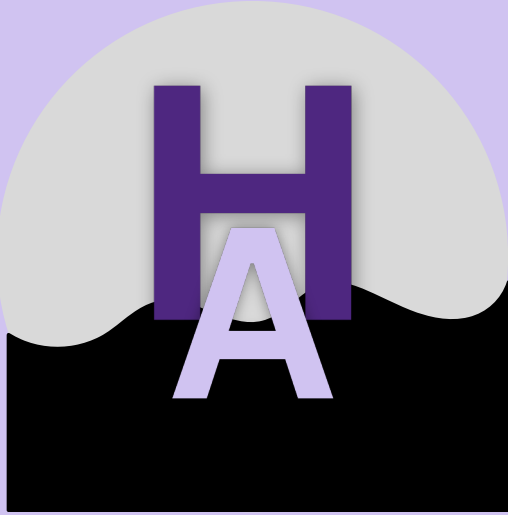
Headings: Oregano

Body: Poppins

Logo: Canva Sans

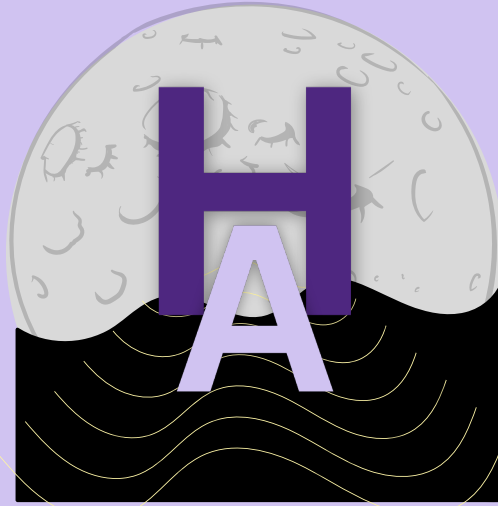
Brand Elements

Logo: Simple



Hardwork Always

Logo: Complex



Hardwork Always

Logo: Minimalized



Tone

Radiant: Vibrant, Full of Life and Energy, Glowing

Lighthearted: Cheerful, Emotionally Carefree, Uplifting

Energetic: Enthusiastic, Full of vigor

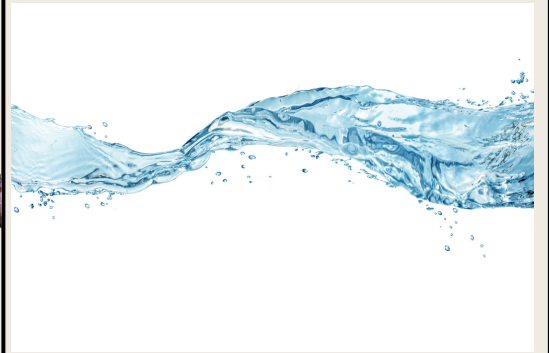
Five Senses Brand Associations



Smells Like



Tastes Like



Sounds Like



Looks Like



Feels Like



Looks Like



Sounds Like



Looks Like



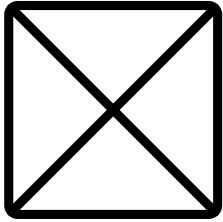
Sounds Like

Creative Message Strategy Method (CMSM)

<i>Commounication Objectives</i>	<i>Achieved Through</i>	<i>Message Strategy Method</i>
10% Awareness	Achieved Through	Repetition of brand logo and elements through website
7% Knowledge	Achieved Through	Repetition of Value Proposition in content
7% Liking	Achieved Through	Feel Good content
5% Preference	Achieved Through	References of other established marketers, to demonstrate effort put into research

Sample Execution: Website Wireframe

Home Page



Logo+ Tagline

HANAD ADAM

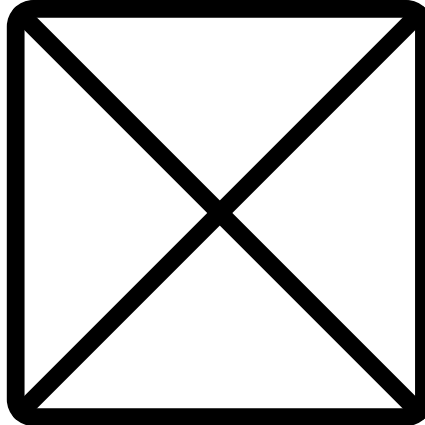
Contact
Button

Home

About

Blogs

Experience



(Soothing Image of
Landscape featuring
content of the week)

Socials

Link to Top
Button

Storyboard for Brand Explainer Video

**Introduction to
Brand Logo
and Colors for
awareness**

**Problem
Statement
with B-roll of
WWU Campus**

**Value
Proposition
with more B-
roll**

**References
and
Testimonials**

**CTA to checkout
website and
blogs, and
follow LinkedIn**

**Outro with
Light hearted
Music**

Branded Resume

Hanad M. Adam

(206) 822-0060 - sulubhanad76@gmail.com - www.linkedin.com/in/hanad-adam-www

Education

Western Washington University Bellingham, WA / Sept. 2021- June 2025
Bachelor of Arts in Business Administration- Marketing
 Minor: Economics GPA: 3.74

Experience

Fred Meyer Lynnwood, WA / June 2022- Sept. 2022
Courtesy Clerk

- Provided aid to customers in bagging and placing groceries into their cars, if necessary, at a rate of about 10-20 customers per 4-hour shift
- Maintained Cleanliness in store through emptying trash and stocking bathrooms.
- Assisted in providing a welcoming establishment to maximize customer satisfaction by returning carts.

Activities and Leadership

Student Marketing Association Bellingham, WA / Mar. 2023- Present
Board Member

- Attended regular club meetings and engaged in community club meetings, where we either held discussions with students or had notable speakers involved with giving us marketing and financial knowledge.

Black Student Union Bellingham, WA / Sept. 2022- Present
Budget Authority

- Met with board members to help create activities for the weekly meetings of 20+ members.
- Overall budgeted and financed club's funds for events, fundraisers, and meetings requiring expenditures through sending forms to the University's Financial Aid office.

Shorewood High School Shoreline, WA / Sept. 2019- June 2021
Junior and Senior Class Officer

- Worked as an ASB representative of the junior and senior student body at student council meetings and assemblies.
- Helped set up Homecoming, Prom, and school events such as pep assemblies to engage school spirit.
- Volunteered during fundraisers and food drives.

Skills and Certifications

SKILLS:

- Proficient in Speaking Somali
- Microsoft Excel/Word
- Effective Communication Skills
- Adaptive Collaboration
- Time Management
- Organization

CERTIFICATIONS:

- Food Handlers Permit- valid until (06/09/24)
- SPSS Certification

Cover Letter

Hanad Adam

sulubhanad76@gmail.com | 2068220060 | Lynnwood, WA 98037

March 15, 2024

RE: Middle Market Banking & Specialized Industries Summer Analyst Program

Dear Hiring Manager,

I recently saw your job posting on Handshake and am interested in learning more about working with Market Analysis as well as JP Morgan Chase & Co. Even though I lack exposure in working with financial services, I believe that my skills make me a good fit for this opportunity, and I hope to be considered for the job.

From the description of the job, you are looking for undergraduates with foundational financial - analysis knowledge and the readiness to take on rigorous work alongside established team members, to help provide a diverse and dynamic environment. At my university classes, I have had a good track record in analysis and research, and I am working on my abilities in public relations. I am doing so, by my involvement in student clubs and organizations, some business related such as my school's Student Marketing Association, and other clubs such as BSU, where I'm involved with helping to provide a welcoming community for the Black student population at my university. With these clubs I participate in, I am actively improving my communication skills and am always ready to help others with project management, analytical and reporting work.

Thank you for your time and consideration. It would be a pleasure to develop my marketing and financial skills through this summer program at JP Morgan Chase & Co. I look forward to hearing from you soon.

Sincerely,
Hanad Adam

Hanad Adam