



The ultimate visual solutions"

**Final Design
Review
for
BOOKS FOR THE VILLAGERS**

VCD468-0603A-01
Unit 5 Individual Project
Prepared for
Professor: Grace Dai



by
Oluwole Akingbasote

May 3rd, 2008

Wolekraft Studios
6548 Douglas Drive. N
Brooklyn Park, MN 55429

Dear Kola and Jeanne

We are honored and preveledged that you consider working with our agency for this 5-weeks period .We cannot wait to get started.

Please review the attached Proposal and Business Plan of our advertising campaign. It is our hope and aspiration that your company will your company will ultimately become widely known and benefit from our services by postiively exposing your product to various clients and institution.

Our goal for this proposal and business plan is to outline and present plan for the design, creation and production of publicizing your program in America and in Africa. This will be done in stationary, web design, billboard and newspaper ads. We have the confidence that this proposal and business plan will provide necessary information needed to accomplish this goal of professional advertising and promotional campaign developed by us.

Please feel free to contact us with any and all questions you may have.

Warmest Regards,
Oluwole Akingbasote
Wolekraft Studios
Tel: 612.333.5690
Fax: 612.789.1234
email: wole@wolekraft.com
Website: www.wolekraft.com



Table of Contents

Project Proposal.....	pg. 4
Target Market	pg.5
Design Components.....	pg.6
Business Plan.....	pg.7
Personnel Needs.....	pg.9
Materials.....	pg.9
Advertisement and Presentations.....	pg.10
Estimated Grand Total Campaign Costs.....	pg.11
Advertising Campaign Agreement.....	pg.12
References (APA Citation).....	pg. 15



Project Proposal

Books for the villagers is a Hawaii based nonprofit 501.c.3 organization, Located in 9099 Lyndale Avenue south. Honolu, Hawaii, its mission is to end the book famine in Africa. BFV solicits funds and books (both new and used), processes and prepares books for shipment, sends them to African destinations in 25,000-book containers and arranges for receipt and distribution by responsible groups.

Millions of books have been sent to a wide variety of African recipients. A sampling of organizations supporting this effort include Rotary Clubs, YMCA/YWCA, Protestant and Catholic Dioceses and a number of charitable foundations. Many hundreds of individual donors have also supported BFV's efforts. Since all books donated are free, contributions to BFV go directly toward shipping and processing costs.

Each book sent is read by more than 50 school-age children, making the cost per reader about one cent. The books we send often represent the majority of the total school or library collection, and in many countries our contributions comprise well over 50 percent of all the school and library books in use. YK Design Studio will help RCC reach its marketing goals by raising brand awareness in the African community of Hawaii.

Wolekraft Studios had been contracted to design an advertising campaign and corporate identity program to help in achieving the goal of growing their donor's base.



Target Market

Individuals

Individuals are often the best source of support for book philanthropy. When attending school in the United States, one assumes that one will have all the necessary books to support one's education. It is hard to grasp the reality that many African schools are totally without books. Once understood, this fact generates strong enthusiasm to support a cause that will enable others to have the same educational opportunities so readily available in the United States.

Organizations

School clubs, library clubs, YMCA/YWCA and churches have been active supporters of BFV. These and others can be solicited to help fund and/or assist in packing books for shipment. Service clubs have been especially responsive in supporting BFV. Rotary, Lions, Kiwanis and others have all participated. Some groups of clubs have pooled their efforts, while many others offer contributions towards the total amount raised.

African student and émigré and cultural exchange organizations are willing participants in all phases of BFV. These groups often have friends and relatives in Africa who will benefit from their effort. They also generate a good bit of publicity both here and in their home country about their involvement.

Corporations

Corporations, especially those with business interests in Africa, are a good source of funds. Additionally, corporations with an interest in the environment are suitable donors (book philanthropy keeps valuable books out of landfills.) Tax benefits of such giving offer a further inducement. Lastly, many corporate officials are involved in school board and similar positions with a specific interest in schoolbook disposal.

Government Grants

Although government grants are very limited in support of book philanthropy, some funds are available. One possible source for funds is the United States Agency for International Development (USAID).



Design Components

Billboard Ad (Heavy component))

We will design a 12' H x 24' W size billboard ad to be positioned at both Northeast of Lyndale Ave and Northwest corner of Downtown Honolulu for clear views of the commuters along the State express way. The strategic positioning and installation of these billboard will allow for first hand information about the project of Books for the villagers in Africa.

Stationery (Light Component)

As part of the design component we will design corporate logo and create letterhead, envelope and business card for consistent brand identity.

Flyers (Light Component)

Flyers will be designed for external promotional goal

Posters (Light Component)

poster will be design in conformity with the agreed pictorial elements to portray the goal of the BFV.

Website Development (Light Component)

BFV currently maintain a static website without electronic forms for instant communication with prospective donors, we will redesign the website and make it more interactive with multimedia components. This will allow for better communication with clients.

Print Ad (Light Component)

As part of the Advertisement strategy, Ad layout will be put together for both local and Newspaper of Hawaii-Honolulu chronical.

The Print Ad will be a full page Ad comprises of the dynamic pictorial element of appeal for the donors.



Business Plan

Timeline

Project Goal

- Perform market research
- Perform professional and successful advertising campaign to increase donors at public events like:
 - Bowl-a-thon or Walk-a-thon
 - Progressive dinner
 - Special collection canisters
 - Bookmark sales
 - Bake sale
 - Rummage sale
- Develop easily identifiable visual identity of the client (logo and tagline)
- Update necessary changes to stationary, web forms, poster and flyers.

Week 1

- Meet with client to discuss wants, needs and define problem
- Perform market research
- Define components needed to fulfill client's needs
- Draft proposal and business plan
- Present proposal and business plan to client for approval
- Make necessary changes to proposal and business plan
- Present edited plan
- Obtain client final approval of proposal and business plan/sign contract
- Receive first payment from client (1/3 of total project cost)
- Schedule personnel and contact vendors to begin process

Week 2

- Define style of campaign
- Develop color palette of campaign
- Define typeface styles of campaign
- Obtain client approval of style, color palette and typeface styles
- Develop preliminary sketches of each design component
- Meet with client to go over preliminary sketches
- Graphic designer to develop and produce finalized sketches of



design components

- Obtain client approval of finalized sketches
- Schedule photographer to shoot photos
- Schedule models for photography shoot
- Select photos from shoot to be utilized throughout the campaign
- Sign contracts for billboard and newspaper ads
- Alert print vendor of incoming work
- Schedule copywriter to begin work
- Schedule graphic designer to begin work
- Begin work on menu, billboard and newspaper ads

Week 3

- Finish and produce comps for menu, billboard and newspaper ads
- Present revised comps to client for approval
- Send required digital files to billboard vendor
- Send required digital files to printer for menu
- Send required digital files to newspaper for publication
- Begin work on stationary, e-mail registration cards, poster and table cards
- Receive second payment from client

Week 4

- Finish design of stationaries, flyer,s poster, print ad layout and website design.
- Present to the client comps of stationary, e-mail registration card, poster and table card design comps
- Make necessary revisions as per client request
- Present revised comps to client for approval

- Send required digital files to printing vendors for stationary, e-mail registration card, poster and table card.
- Review proofs of billboard ad, menu and newspaper ad.
- Request necessary changes to billboard ad, menu and newspaper ad
- Approval final proof of billboard ad, menu and newspaper ad
- Review proofs of stationary, e-mail registration card, poster and table card
- Request necessary changes to stationary, e-mail registration card, poster and table card
- Approve final proof of stationary, e-mail registration card, poster and table card.

Week 5

- Deliver printed material to client
- Have client sign-off on project and obtain final payment



Personnel Needs

- Art Director

To oversee entire project

- Graphic Designer

To work actively with Art Director in producing finalized sketches, client comps and final designs for required components

- Copywriter

To work with Art Director and Graphic Designer in writing comps required copy for flyer, billboard, newspaper ads and website contents.

- Photographer

To shoot and produce photos meant for the entire project visuals.

- Models

Professionals representing customers during photo shoot session.

Materials

- Powerbook G4 computers with 17" LCD screens

- Adobe CS3 Creative Suite

- In-house printer for proofing

- Paper, ink and general office items



Personnel	Hours of work	Cost of Production
Art Director	\$65/hr x 100 hrs	\$6500
Graphic Artist	\$35/hr x 100 hrs	\$3500
Copywriter	\$35/hr x 60 hrs	\$2100
Photographer	\$800 per day	\$800
Models	\$200/hr x 4 hrs	\$3200
Web Designer	\$75/hr x 100 hrs	\$6500

Total Cost= \$22,600.00

Printing	Quantity	Price
FLYERS Full color CMYK process, 2page stock, 80 lb. text weight glossy paper	40,000 @ \$.50per each	\$20,000.00
Poster Full color CMYK/PMS process, 18" x 23", 100 lb glossy text stock	5000@ \$2.70per each	\$13,00.00
Letterhead Full color CMYK process, 24# xerox silk paper	5000@ \$100/1000 copies	\$500.00

Total Cost= \$33,500.00



Advertising	Quantity	Price
Billboard: 12' H x 24' W size Electronic billboard	4 @ 3750 per face for 4 weeks	\$20,000.00 (16weeks)
Newspaper Ads Full page, full color in both Honolulu Chronicle and African Outlook Newspaper.	Two full page ads	\$21,758.00 (16weeks)
Website design and banner ad	20px X 600px	\$1500.00 (16weeks)

Total Cost= \$57,258

Grand Total= \$99,358.00



ADVERTISING CAMPAIGN AGREEMENT

This Advertising Campaign Agreement (the "Agreement") is entered into and effective this 30 day of April, 2008 by and between Wolekraft Studios, Inc., and Books For Villagers ("RCC"), Inc.

This agreement will set forth the terms and conditions on which Books For Villagers ("RCC"), Inc ("you" or "your") agrees to employ Wolekraft Studios, Inc. ("we" or "us") and we agree to serve, as your advertising agency for the 5 weeks period (04/28/08 – 06/01/2008).

I. BASIC SERVICES

Our services to you shall include services outlined in our proposal. Specifically, we shall do the following:

- (a) Formulate and submit for your approval advertising campaign and recommendations.
- (b) Educate you on the future marketing strategies raise customers' awareness of your business.
- (c) After approval by you, create and create advertising components (logo, billboard advertisement, magazine advertisement, web banner and souvenirs).
- (d) Purchase all materials and services necessary for the production of finished advertisements.
- (e) Execute advertising in finished form.
- (f) Pay all charges incurred and assumed by us on your behalf in accordance with the terms of this agreement.
- (g) Endeavor to do all of the above on the most advantageous rates, terms and conditions available.

II. GUARANTEED COMPENSATION

Our compensation for advertising services set forth in Section I above will be a payment of \$100,000, which you agree to pay in two equal installments of \$50,000 on date of signing this agreement (expected 04/30/08), and \$50,000 on the day of a final sign-of meeting (expected 05/30/08).

sign-of meeting (expected 05/30/08).

III. GENERAL

- (a) We will obtain your written authorization before making any substantial expenditures on your behalf.



(b) Any plan, advertising material or special material which we produce on your behalf will become your property when you have paid our invoices. Any material or ideas prepared or submitted to you, which you have chosen not to produce or for which you have not paid our corresponding production invoices, will remain our property and may be submitted to other clients for their use, provided that such submission or use does not involve the release of any confidential information regarding your business or methods of operation.

(c) We hereby agree to hold you harmless from and against any and all claims, demands, regulatory proceedings and all damages, costs and expenses arising from any claim pertaining to libel, slander, defamation, copyright infringement, invasion of privacy, piracy and/or plagiarism arising from your use consistent with releases and agreements with third parties of any materials we create or supply to you, except to the extent that such claims arises from materials created or supplied by you.

(d) We will use our reasonable best efforts to guard against any loss to you caused by the failure of media, suppliers or others to perform in accordance with their commitments, but we will not be responsible for any such loss or failure on their part, or any destruction or unauthorized use by others of your property.

(e) You have the right at any time to direct us to cancel any plans, schedules or work in progress, but you agree to indemnify us against any loss, cost or liability we may sustain as a result of such action. We will be entitled to our commissions, fees and payments for services performed prior to your instructions to cancel, and for advertising and materials placed or delivered thereafter if we are unable to halt such placement or delivery. Under no circumstances will we be obliged to breach any lawful contractual commitment to others.

(f) At reasonable times and on reasonable notice to us, you may examine our files and records which pertain specifically to your advertising.

IV. TERMINATION

(a) We shall continue to serve as your advertising agency for a 5 week period until you or we shall terminate our services with or without cause, or with respect to specified products or services assigned to us by giving not less than 2 (two) days prior written notice by registered mail to the principal place of business of the other. Any reservation, contract or arrangement made by us for you prior to the termination date which continues beyond the termination date will be carried to completion by us and paid for by you in accordance with this agreement unless you direct us to transfer such reservation, contract or arrangement to another entity and you release and indemnify us, in which event we will attempt to make such transfer, subject to obtaining any necessary consent of third parties. We will be entitled to our commissions, fees and payments for services performed prior to accomplishing the transfer.

(b) All indemnification obligations shall survive the termination of our services or the termination or expiration of this agreement.



V. MISCELLANEOUS

(a) This agreement contains the entire understanding between the parties and may not be altered or waived except by a writing signed by both parties. No waiver by either party of the breach of any term or condition of this agreement will constitute a waiver of, or consent to, any subsequent breach of the same or any other term or condition of this agreement.

(b) This agreement will be governed by the law of the State of Hawaii to contracts executed and to be performed entirely in the State of Hawaii.

The parties have executed this Agreement by their duly authorized representatives as of the Effective Date.

Design Firm:
Wolekraft Studios
Signer: _____

Oluwole Akingbasote
Date: 5th. May, 2008

Client's Firm
Books for Villagers
Signer: _____

Jeanne Alwzr
Date: 5th. May, 2008



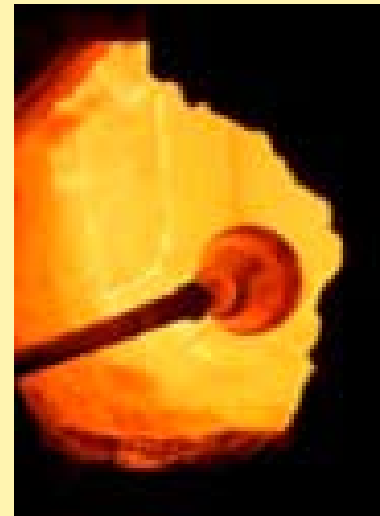
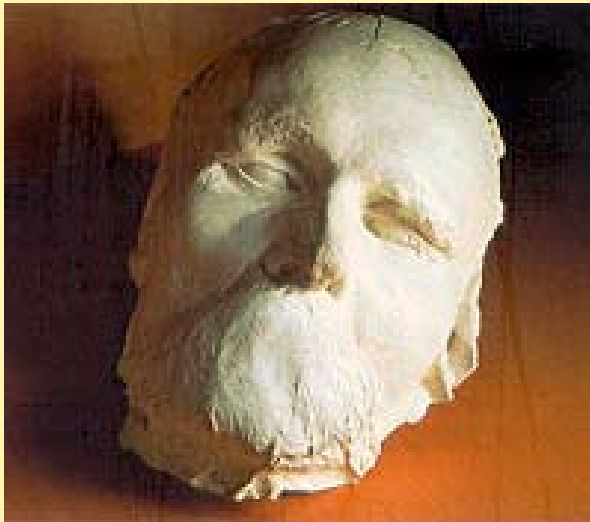
Inspirational Research

We used the inspirational concepts borrowed from other Ads. that will suite the content of thi project.

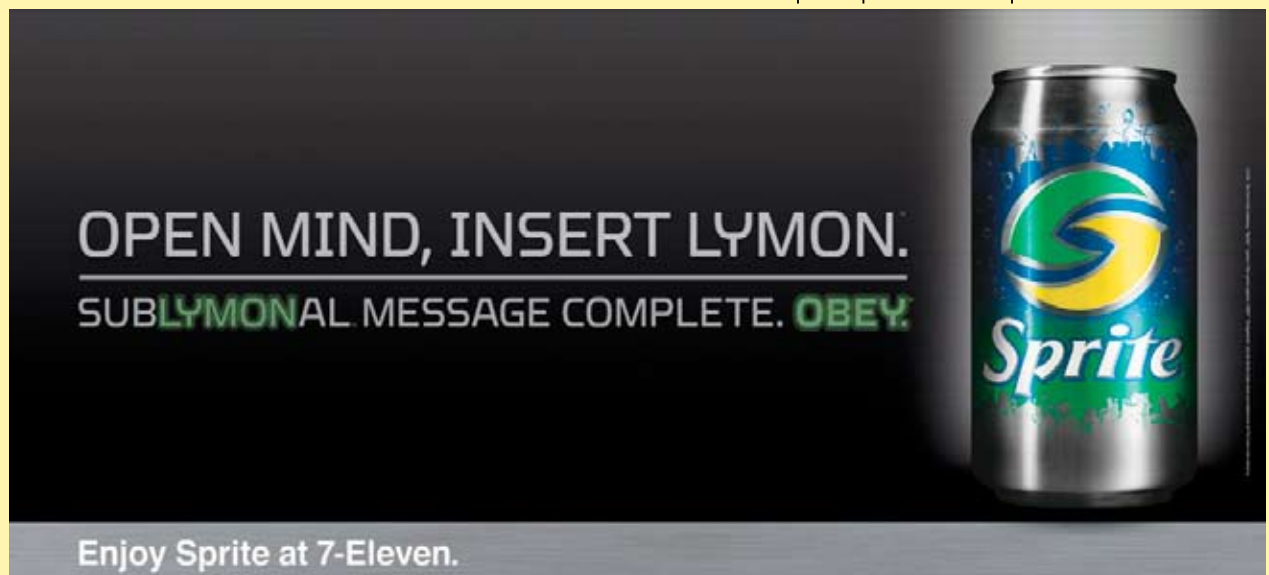
Our minimalistic design will help jumpstart on creativity and reminded us to think outside the box and come up with some new ideas.

Minimalism:

Retrieved from <http://www.artlex.com/ArtLex/m/minimalism.html>



Death mask of Friedrich Nietzsche, German philosopher, 1844-1900, plaster.



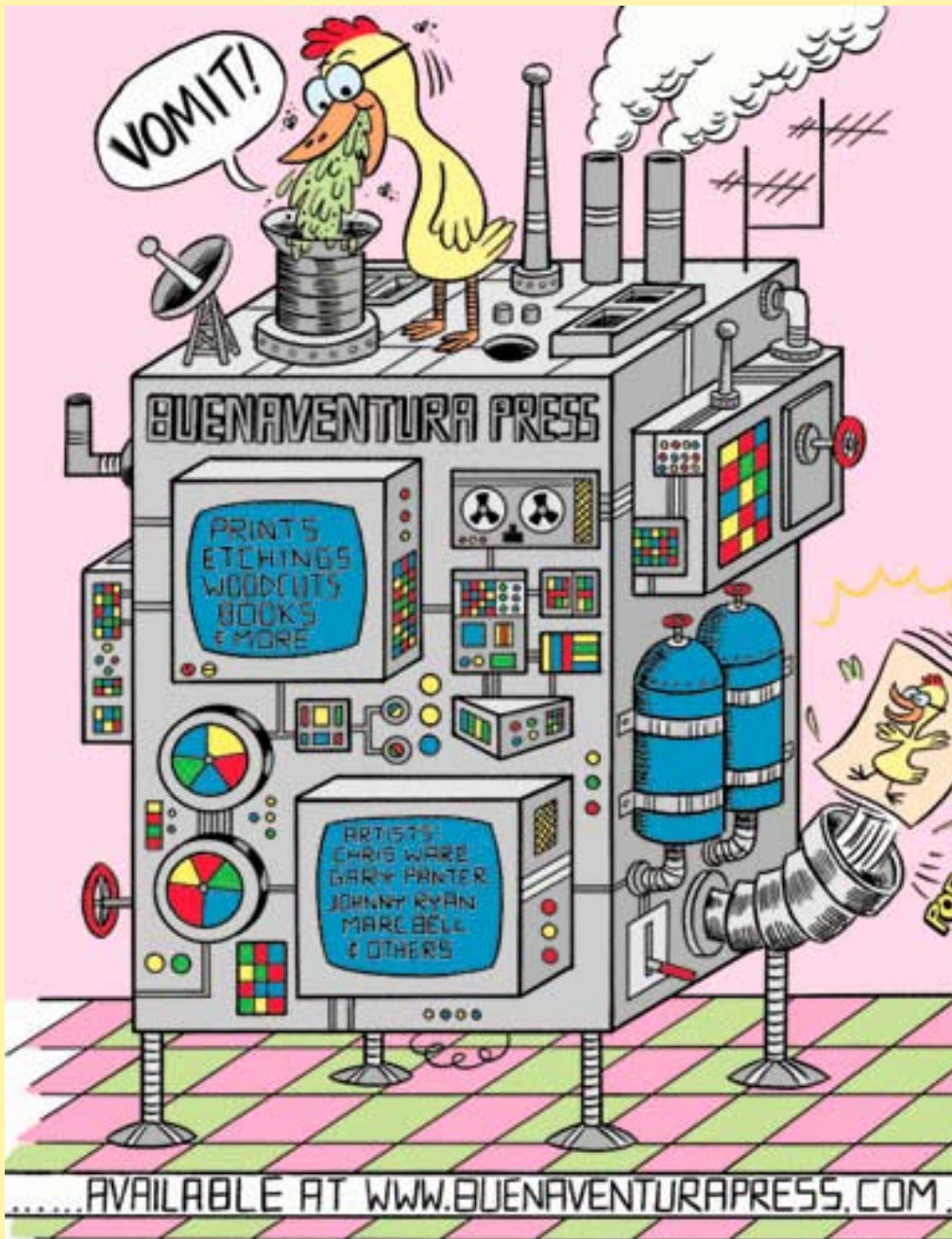
OPEN MIND, INSERT LYMON.
SUBLYMONAL MESSAGE COMPLETE. OBEY.

Enjoy Sprite at 7-Eleven.

http://www.thecoca-colacompany.com/presscenter/img/imagenews/downloads/sprite_billboard2b.jpg



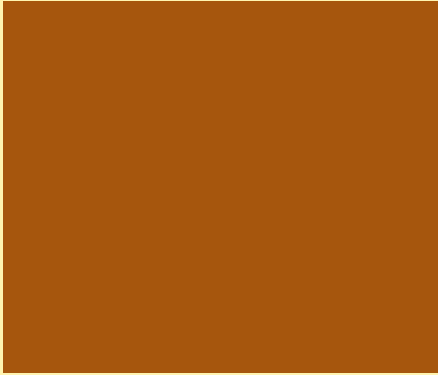
Comic Art



Retrieved from <http://www.buenaventurapress.com/gallery/>



Color Palette



C=0
M=61.56
Y=100
K=37.64



C=100
M=7.451
Y=0
K=25.9



C=0
M=3.922
Y=100
K=25.9



C=0
M=17
Y=26
K=66



For the color palette, earthy tones were chosen to depict Mother Nature, warm colors to show dynamism and urgency. As for the fonts, we wanted to keep with the comic strip concept and included unique display typefaces.

Typefaces

LITHOS

Kabel LT Std

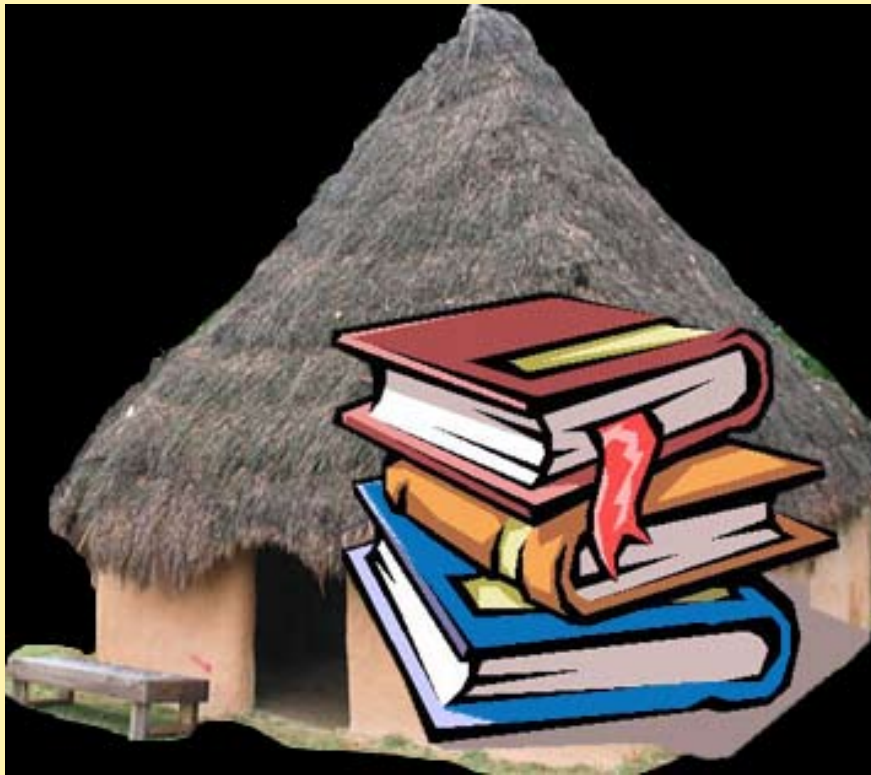
News Gothic Std

Park Avenue Std



Taglines and Slogan:

1. Give me book to live
2. We read, we survive.
3. Village learner



WE READ, WE SURVIVE.

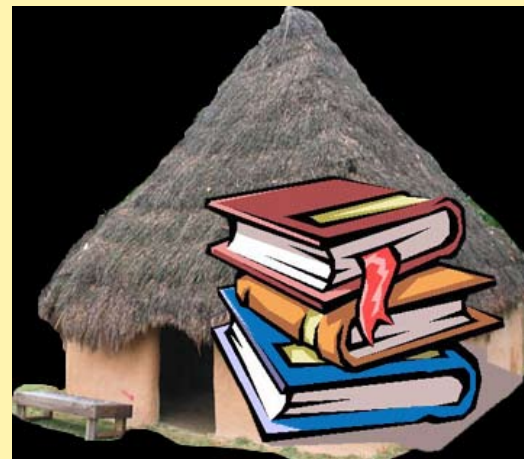


Give me book to live





BOOKS FOR THE VILLAGERS



Books
for
the
VILLAGERS





BOOKS FOR THE VILLAGERS

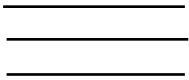
9099 Lyndale Avenue south. Honolu, Hawaii • 714-987-0098
www.bookforvillagers.com





VILLAGE LEARNER

Donate today, to save a village



BOOKS FOR
THE VILLAGERS
PAID STAMP



