

Projectplan – Project X

Branding for a new perfume brand called “Atran”

Author

Zakaria Tadmiri

Stakeholder

Have to find one.

Contents

| | |
|--|---|
| Introduction for the reader | 3 |
| 1. Background Information | 3 |
| 2. Research Objective | 3 |
| 3. Problem Definition..... | 3 |
| 4. Research Question & Sub-questions | 4 |
| 5. Planning | 5 |
| 6. Defining Learning Outcomes | 6 |
| LO1 – Interactive Media | 6 |
| LO2 – Development | 6 |
| LO3 – Design | 6 |
| LO4 – Professional Standard..... | 6 |
| LO5 – Personal Leadership | 6 |
| 7. Limitations..... | 7 |
| 7.1 Quality Limitations | 7 |
| 7.2 Time Limitations | 7 |
| 8. Final Product..... | 7 |
| 9. Sub-Deliverables | 7 |

Introduction for the reader

This project plan outlines how I will develop a new perfume brand called *Atran*. The plan includes information about the background, research goals, the problem definition, methodology, and how I will arrive at a brand strategy, branding concept, and campaign plan.

1. Background Information

Our school challenged us to create our own project to unleash our creativity. I chose to create a brand in the perfume industry. Perfumes are culturally, personally, and commercially fascinating. With *Atran*, I aim to create a brand that bridges modern and traditional scents

2. Research Objective

The goal of this project is to develop full branding for *Atran*, including:

- Branding (visual identity, brand story)
- Research (main research question and sub questions)
- Marketing campaign (social media, ads, storytelling)

At the end of the project, I will present the branding package with an accompanying campaign concept.

3. Problem Definition

Many new perfume brands lack a distinctive positioning. They often fall into generic luxury aesthetics without cultural or meaningful depth. My brand wants to change that. *Atran* focuses on:

- Cultural enrichment: scents inspired by the Mediterranean, stories, and traditions.
- Aesthetic: a strong visual design that is modern yet authentic.

Therefore, I'll investigate how to develop a unique brand experience with a strong story, recognizable branding, and an effective business strategy.

4. Research Question & Sub-questions

Main research question:

How can I best develop a brand identity, campaign, and business strategy for Atran that aligns with the target audience and enhances the perception of luxury?

Sub-questions:

1. What are the visual elements that make luxury perfume brands recognizable and appealing?
2. How can scents be translated into visual language within branding and packaging design?
3. What marketing strategies are effective for launching a new perfume label?
4. Which target audience best fits Atran and how can they be addressed visually and strategically?

5. Planning

| | |
|--------|--|
| Week 1 | Research & Documentation <ul style="list-style-type: none">- Target audience & competitor research- Collecting inspiration & moodboard- Defining brand vision <p>Deliverables: Documents (project plan, etc.) + moodboard</p> |
| Week 2 | Branding Development <ul style="list-style-type: none">- Logo sketches & typography exploration- Testing color palettes- Packaging concepts <p>Deliverables: First version of visual identity + packaging ideas</p> |
| Week 3 | Campaign Development <ul style="list-style-type: none">- Developing social media templates- Storytelling per scent- Mockups for posters and socials <p>Deliverables: Campaign materials + social content</p> |
| Week 4 | Business & Presentation <ul style="list-style-type: none">- Finalizing branding package- Webshop mock-up- Strategy and business presentation <p>Deliverables: Final presentation + branding guide</p> |

6. Defining Learning Outcomes

LO1 – Interactive Media

- Develop interactive prototypes using Figma.
- Test design concepts through user testing and stakeholder feedback sessions.

LO2 – Development

- If I decide to build an additional website, this would count toward this learning outcome.

LO3 – Design

- Iterative design of logos, related typography, etc.
- Use of professional design software and tools.

LO4 – Professional Standard

- Planning and coordination of project activities according to the project schedule.
- Clear and effective communication with involved stakeholders.
- Conduct research (DOT) and report according to professional standards.

LO5 – Personal Leadership

- Actively seek and reflect on feedback from teachers and stakeholders.
- Recognize and integrate personal core values into the learning process and professional development.

7. Limitations

7.1 Quality Limitations

- Required quality standards: The project must meet specific quality criteria, which may limit choices.
- Testing and evaluation time: Time needed for sufficient testing and quality control may be limited.

7.2 Time Limitations

- The project lasts 4 weeks.
- Specific deadlines must be set for each phase, such as design, development, testing, and implementation.
- The project must be completed within a defined time frame to meet expectations.

8. Final Product

A fully developed branding package for **Atran**, including:

- Logo, colors, typography
- Packaging design
- Marketing campaign (online & print)
- Social media templates
- Business plan summary
- Mock-up webshop/homepage

9. Sub-Deliverables

These are all deliverables required to realize the final result, including intermediate outputs and documentation.

Sub-deliverables:

- Research document
- Moodboard
- Branding guide
- Packaging designs
- Campaign materials (socials, posters)
- Webshop design
- Presentation