

UB Campus Pantry

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Prep Work



SWOT ANALYSIS

I want to develop a clear plan
by evaluating how I am doing and what my options are

Strengths

What do you do better than anyone else?
What makes you unique?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?

- Only service on campus that feeds in need students
- Exclusive to UB Students and Faculty
- Has been a major success so far

INTERNAL FACTORS

Weaknesses

What could you improve?
What could you avoid?
What are things that users might see as weaknesses?

- Lack of/Unprofessional Media
- Lack of awareness around campus
- Hard to locate due to lack of signage
- Lack of identity
- Lack of action

Opportunities

Do people have a need?
Do people prefer something else?
Are there any changes in technology?
Are there changes in government policy?

- In-need students do not have to outsource their help to other charity services such as the MD Food Bank
- A new brand would not only attract those in need, but food/money donors as well.
- A new campaign to bring in donations could get students participating with the Campus Food Pantry

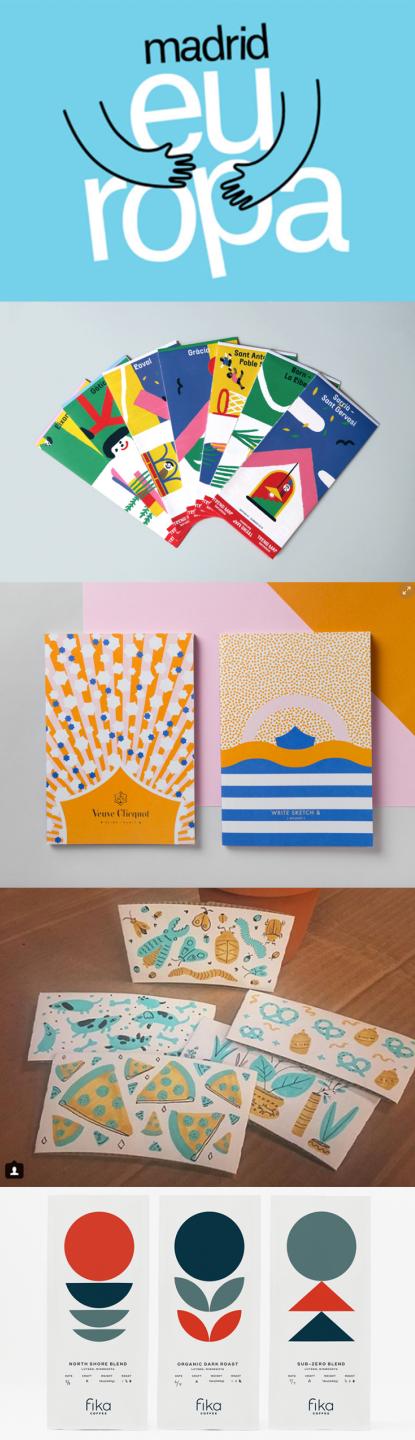
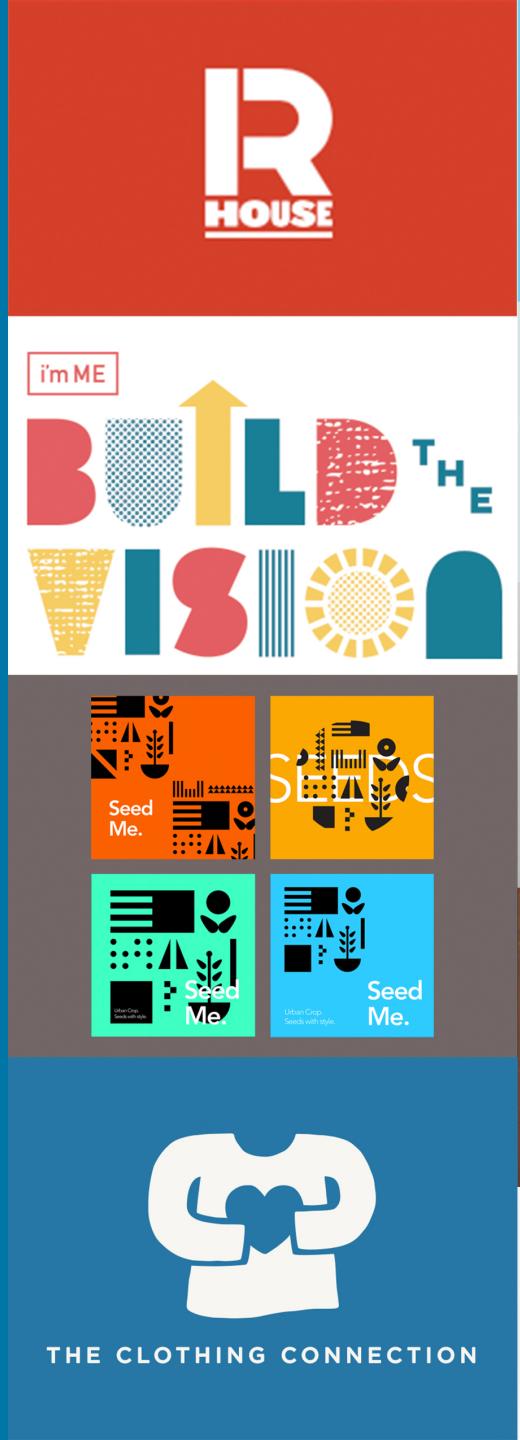
EXTERNAL FACTORS

Threats

What challenges do you face?
What are your competitors doing?
Is changing technology making things difficult?
Is there an issue with finances?

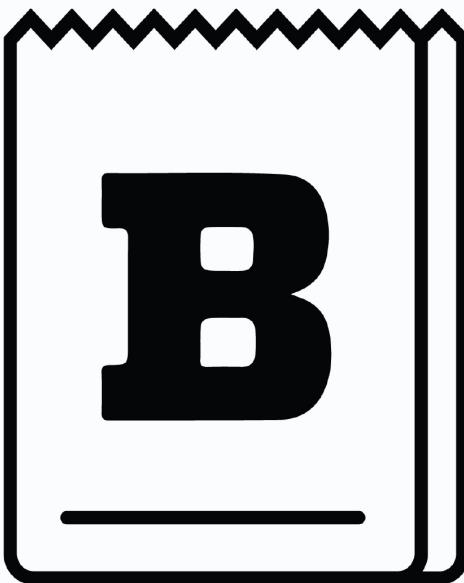
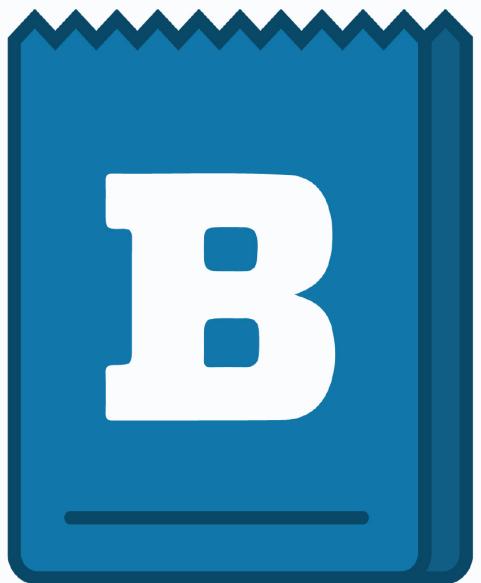
- Lack of usage could result in the food pantry being discontinued.
- Lack of donors could cause shortage of food for in need students.
- Dramatically increased amount of users could be overwhelming for the food pantry staff.
- The idea of the school handing out free food could easily be exploited. Don't want to make it sound like a giveaway to everyone but as assistance to those in need.

**Our mission is to make the Campus Pantry
a place where students in-need can feel welcome
and comfortable seeking assistance, and where donors
feel inspired to help their peers.**



Logo





Deliverables

- **3 PNG files for quick and easy use in print work**
- **1 AI (Adobe Illustrator) file for specific sizing**

Print Design





To make the pantry more inviting and not have your audience feel embarrassed to go we went with a simplistic illustrative style.

Using your accent palette gives us bold and fun colors to not only attract your audience, it helps our inviting theme.

When thinking about a pantry, most think about food only. But you offer more than that! To depict that to your audience I created a design that displays mostly toiletries.



Creating two posters with the same design allows you to hit all of your audience while keeping a cohesive appeal to demonstrate your brand.

One poster is to target those you want to use the pantry; our campus community! Supplying them with all the information they need to start going to the pantry straight away.



POSTERS

The second one is to inform our amazing donators, or volunteers, off the bat telling them what you accept and where they can get more information if they need.

HANDOUT



Fliers are all over the campus, informing students of everything to city or campus events to others work.

Why doesn't the campus pantry do the same?

The flyer informs it's audience the campus pantry's goal, where to find them, and when. We are supplying your audience knowledge that they can work.

UB is known for their caring, diverse campus community. A simple fun illustration depicts just that.

The illustration works in B&W to allow mass printing to put around campus!

POSTCARD



Postcards are small, but pack a lot.

The postcard would have to be die cut printed to add this unique, eye-catching look.

Not only does this design imprint your logo to become more recognizable it will standout from anything else around it

This design continues to give a fun and inviting present to your audience to make them feel more welcomed.

The information would be the same as the flyer as you are trying to get out the most important information to spark your audience into looking for more.

Video



Deliverables:

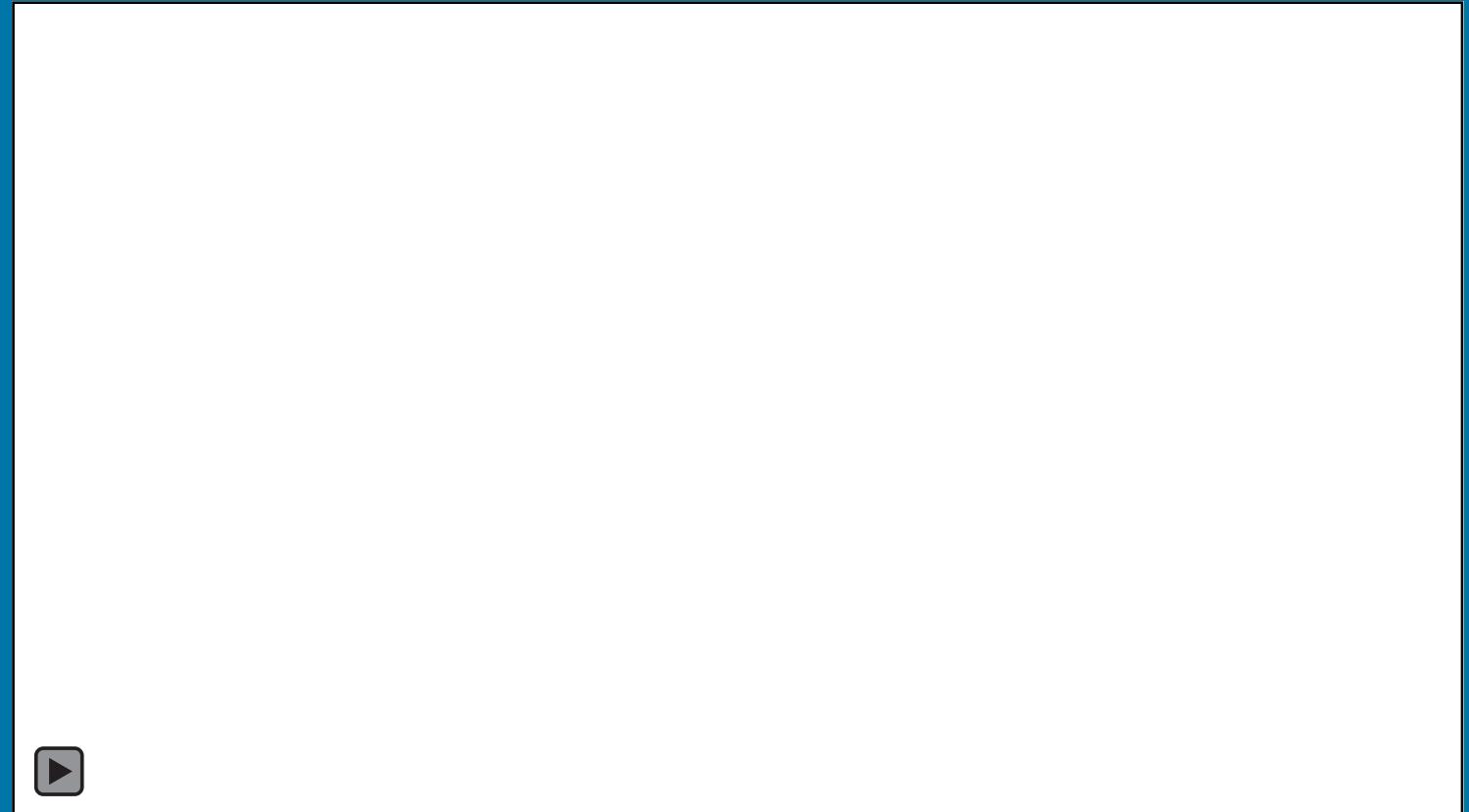
Series of six 12-15 second videos

Video Goals:

- Summarize Campus Pantry services**
- Showcase community engagement**
- Highlight diversity of community**

How?

- Animated attention-getter**
- Close-up**
- Short depth of field**
- Call to action**



Social Media



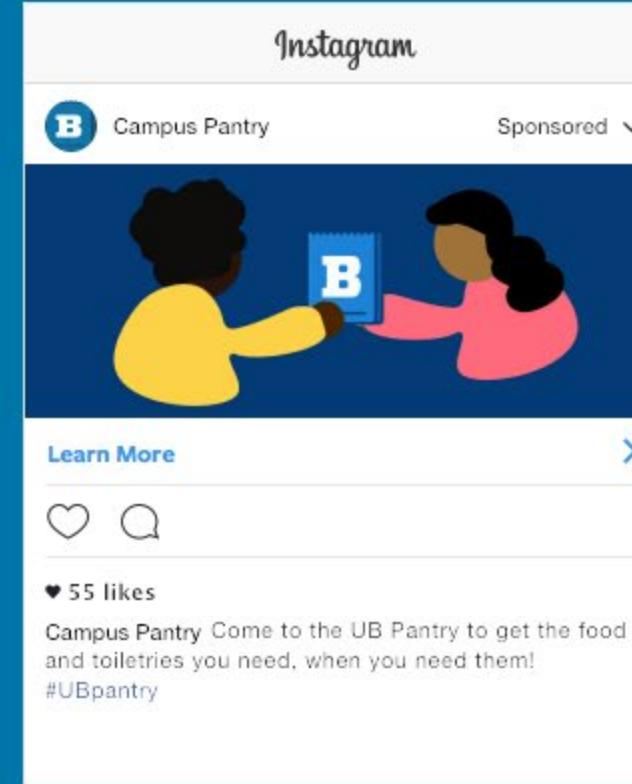
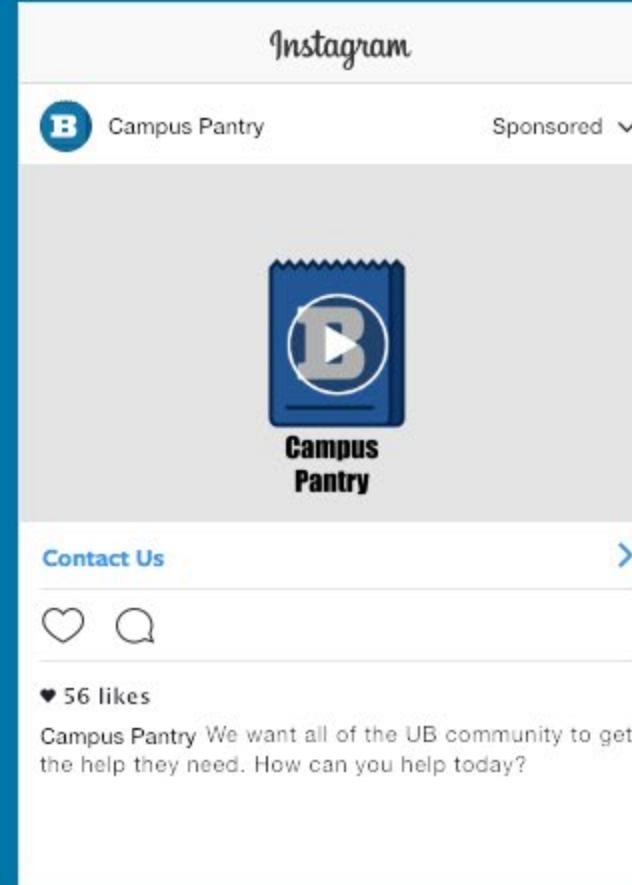
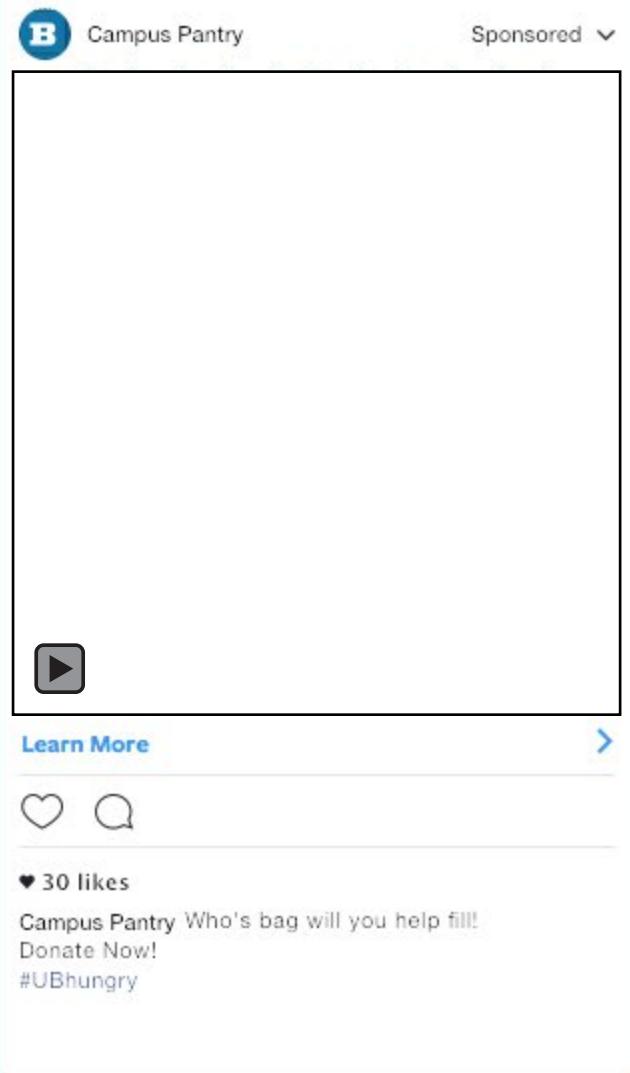
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February						1	2 "Pop" Into the Pantry
3 Super Bowl Post	4	5 Come to the Campus Pantry	6	7 Where is the Campus Pantry	8	9	
10	11	12 "Give Help, Get Help"	13	14 "Spread some love" Valentines Day	15	16	
17	18 Presidents Day	19	20	21 Video Post #1	22	23	
24	25	26 Video Post #2	27	28	B		

SOCIAL MEDIA CAMPAIGN

The goal to build brand awareness of the Campus Pantry within the UB community was completed through posts of what and where the pantry is located as well as what can be done to either give or receive help.



Instagram



INSTAGRAM

Using Justin's video posts for the social media will allow the Campus Pantry to put a face onto their mission and show all the specific areas that they can help their community.

TWITTER

Using holidays or days of interest will help connect the Campus Pantry to the community more than just being there.

 **Campus Pantry** @UBPantry • ④
The Campus Pantry is here for parents!
Need Help? Visit the Campus Pantry!
#UBhungry



Campus Pantry

416 647 ...
↗ Promoted

 **Campus Pantry** @UBPantry
There is no shame in getting help! Come to the UB Pantry and get the food and toiletries you need, when you need them. #UBhungry



48 80 ...
↗ Promoted

 **Campus Pantry** @UBpantry
You aren't the only one who celebrates Valentine's Day! Show LOVE and help your UB community at the Campus Pantry!



25 30 ...
↗ Promoted



FACEBOOK

Statistics show that posts using images or video get more hits than just text posts, so we used mainly posts with imagery.



UB Campus Pantry
Sponsored

Give Help, Get Help

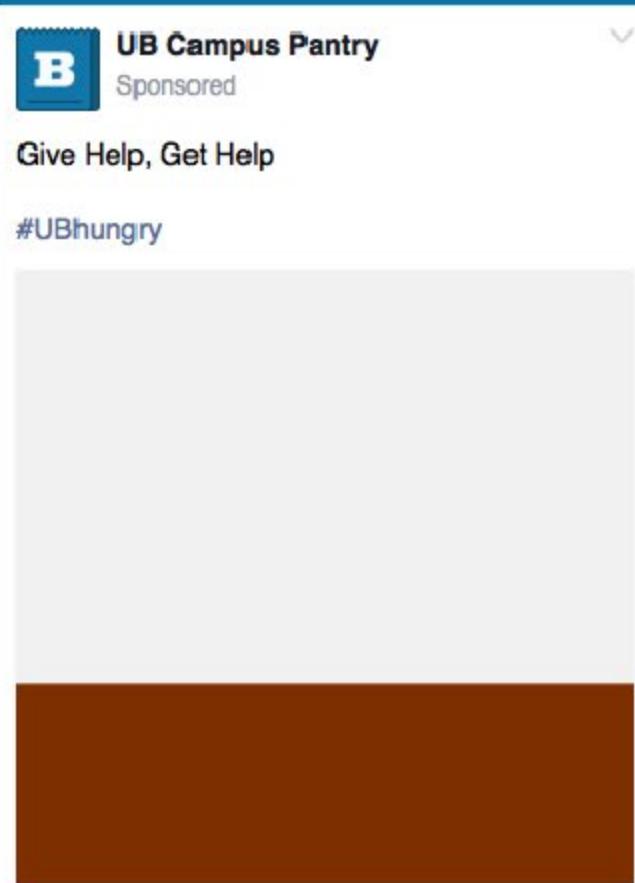
#UBhungry

Campus Pantry
University of Baltimore

LEARN HOW YOU CAN HELP! [Learn More](#)

15 Likes 15 Comments 150 Shares

[Like](#) [Comment](#) [Share](#)



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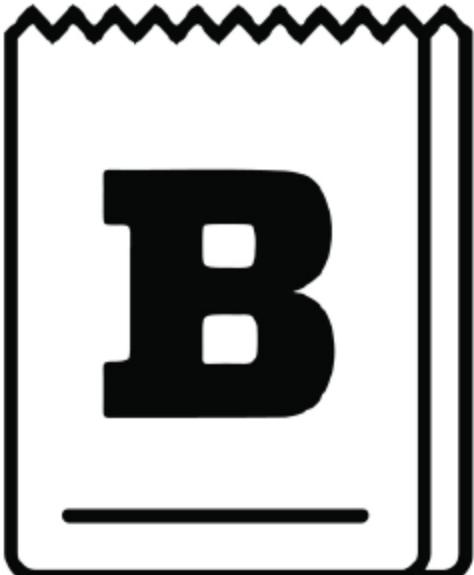
[Like](#) [Comment](#) [Share](#)

UB Post Ad



CAMPUS PANTRY

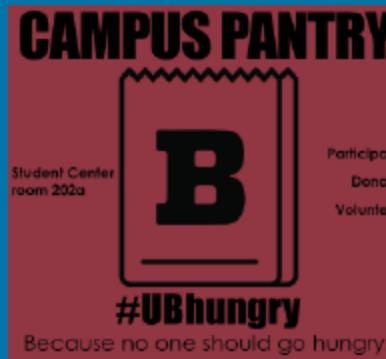
Student Center
room 202a



#UBhungry

Because no one should go hungry.

[Participate](#)
[Donate](#)
[Volunteer](#)



CAMPUS PANTRY

Student Center
room 202a



#UBhungry

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CAMPUS PANTRY

Student Center
room 202a



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UB POST AD

The UB post is a paper that reaches approximately 7000.

Best way for a UB program to reach its community.

Using the Campus Pantry logo as the main part of the ad, it will draw interest as to what and where it is.

Multiple colors, all of which are UB palette selections are used to fit any desire.

Conclusion

