

Domaine La Fontaine

MARKETING REPORT

Dawn Jansen (182882)
Sammie Klinker (180413)
Vivien Horváth (180516)

Table of Contents

Introduction	1
Evaluation Actual Communication Channels	1
Targeting Communication Channels	6
Consumer Insight Statements	7
Marketing Activities	8
Communication Strategy	10
Justification of Website Design	12
Brand Book Justification	13
Conclusion	18
Reference List	19

Introduction

The focus of this marketing report is to identify the strengths and weaknesses of *Domaine La Fontaine*'s actual communication channels, in order to pinpoint the most crucial areas of improvement. This report will also explore the possibilities regarding the implementation of both the communication channel improvements and marketing activities. As a marketing team, we will also offer the client a Brand Book, a wireframe website design and a communication strategy.

Evaluation of Actual Communication Channels (Sammie)

Domaine La Fontaine currently has an integrated mix of communication channels with different messages for different audiences. The official website features 11 additional channels through hyperlinks: *Instagram, Flickr, YouTube, Vimeo, Pinterest, Blogspot, LinkedIn, Google Plus, Twitter, Facebook and Gspies*. The aim of our research is to find the most efficient way to unify *Domaine La Fontaine*'s most important/relevant communication channels. Therefore, the 3 communication channels we will focus on when evaluating the B&B's media-presence are the **Official Website, Facebook page and Instagram**.

Evaluation 1: Official Website

The Official Website of *Domaine La Fontaine* is simple in its design and reminiscent of the early 2010s. The combination of elegance and modernity that the client speaks of is not reflected/represented in the official website. The navigation of the website is more difficult than it needs to be and the booking-feature is not the most prominent detail. What the Official Website needs is an updated design that aligns with the *Domaine*'s brand of merging elegance/classic and modernity.

The main points of improvement:

1. Design: Website is out-dated in its design, colour palette, typography
2. Navigation needs to be easier: it is *unclear* what kind of options are available in terms of rooms, prices, sizes, etc.
3. Visual Presentation/Aesthetic: photos on the website need to be higher quality/updated, they also need to be modified to the goals of the B&B, for example, if they want to appeal to young-adult couples, they should post photos of young-adult couples at the B&B.

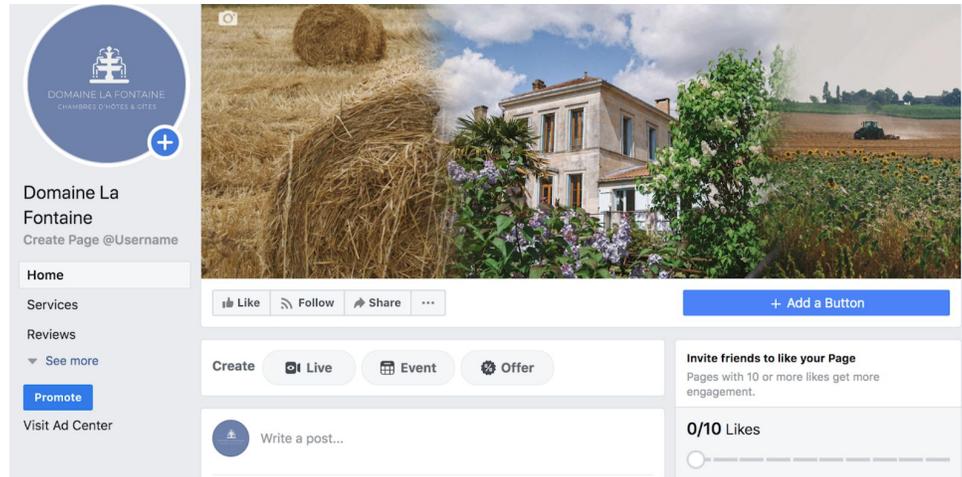
Expected Effect of Improvement: With an updated official website, *Domaine La Fontaine* can communicate more clearly their brand/objectives to their customers and potential customers.

Evaluation 2: Facebook Page

The Facebook page of *Domaine La Fontaine* is outdated, unofficial/informal and does not reflect the B&B's elegant/modern brand. The last post was two years ago and there is, generally, minimum activity on the page. In comparison to the B&B's other communication

channels, Facebook is the least interactive channel with only 10 likes.

Improvement: By integrating the appearances of *Domaine La Fontaine*'s communication channels, there will be a sense of harmony in design. Facebook needs to become an active channel of promotion for the B&B in order to attract more customers.

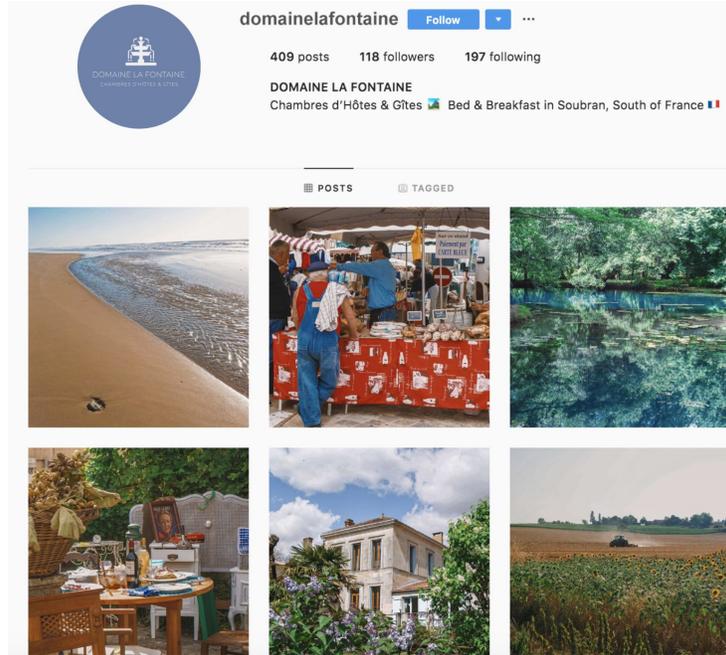


Expected Effect of Improvement: Facebook can reach a completely different, more interactive demographic than the Official Website. Facebook is also more likely to be targeted to an older target audience, which does play into the B&B's brand.

Evaluation 3: Instagram Page

The Instagram page of *Domaine La Fontaine* is comparatively, the most updated communication channel of the B&B, especially during the summer. From August 10th to August 25th there was a consistent stream of content on Instagram page with a visual harmony in the filters of the photos. However, the post on October 6th is edited in a completely different style from the previous photos which disrupts the harmony in the feed. There also has not been a new post since. The page has a healthy amount of 889 followers which could be increased exponentially if the page was used more consistently and actively. We also concluded that the Instagram page is targeted to the wrong audience. Based on the type of content posted to the Instagram page, it is visible that the page is targeted to an older demographic and not Instagram's largest demographic: younger generations. Our aim is for *Domaine La Fontaine* to use Instagram to stimulate a new **need** amongst a younger target audience to visit the B&B.

Improvement: Especially for the younger-adult audience, the brands' Instagram aesthetic is the first thing that potential customers notice when they visit a page. Something that *Domaine La Fontaine* needs to achieve is the application of their new house style throughout their most important communication channels.



This is a preliminary design for the revised Instagram Page of *Domaine La Fontaine*. Visibly, this design follows the three factors of cohesiveness by maintaining a colour palette and being extremely selective with the quality of photos. Each photo is edited with **Lightroom and VSCO**, using the same warm-tones and colour palette.



Another factor that the Instagram page could improve on is consistency in posting. We recommend the use of the apps *Buffer* or *Hootsuite* or even *Later* to plan the Instagram feeds and Facebook content ahead of time. This way the maintenance of this is minimal and the impact is optimal. We created a table with the advantages and disadvantages of the **social media management apps** so the client can weigh the options of each app.

Apps	Advantages	Disadvantages
Hootsuite	<p>Access to many social networks. <i>Hootsuite</i> connects to more social networks than any other such tool: Facebook, Twitter, and LinkedIn, as well as Instagram, Foursquare, WordPress.com, and lesser known sites, such as Mixi.</p> <p>Pro-version is worth the money. At \$9.99 per month, the Pro version is probably a better choice because</p>	<p>Interface can be confusing. With many social networks and profiles appearing in the interface, especially at the Pro level, can get confusing given the fact there is so much activity taking place within any one tab.</p> <p>Costs. The Pro membership costs just \$9.99 per month, adding more than one team member increases the cost — adding a second team member doubles</p>

	<p>it allows access to more social networks and profiles within those networks.</p> <p>All-in-one interface. Another advantage to using Hootsuite is the interface, which is organized by tabs, allowing users to divide engagement activity into social networks and streams.</p>	<p>the price, to almost \$20 per month. While most of the apps in the directory are free, some require premium subscriptions. Also, several of the analytics reports require payment, which increases the overall cost. (Chaney, 2014)</p>
Buffer	<p>Buffer has Pablo, a free image creation tool that can help you create social media images for Facebook, Twitter, Pinterest and Google+ very quickly.</p> <p>Chrome Extension. The extension allows you share links, pictures and videos from wherever you are on the web. The extension also allows you to choose the single composer option or power scheduler where you can post the same thing multiple times over a specific period of time.</p>	<p>No Instagram integration into the platform.</p> <p>No monitoring tools for mentions, searches and hashtags, so you'll have to monitor these from another tool or through the networks themselves.</p> <p>Its primary use is publishing and scheduling content. (Cameron-Kitchen, 2014)</p>
Later	<p>Smarter scheduling. Later learns when your Instagram followers are most engaged, and suggests the best times to post. Drag-and-drop onto the calendar for quick scheduling. It's really easy.</p> <p>Visual Instagram planner. See your feed the way your followers will see it. The visual planner helps you nail your aesthetic, and lets you rearrange content with drag-and-drop.</p>	<p>Possible authorization issues. Trying to authorize Later to log into Facebook mostly when there are multiple admins on the organization's page.</p> <p>Lack of specificity with engagements. There should be more details about the overall engagement of the media profile, such as graphics, tables, etc. (Capterra, 2019)</p>

In **conclusion**, we recommend either *Hootsuite* or *Later* when using a social media management app. *Hootsuite* and *Later* are the 2 apps that come out most positive when evaluating their advantages and disadvantages. However, the client can make his own evaluation of the apps, also taking into consideration the payment options.

Another recommendation is that the Instagram Page should also be used to promote 'booking packages' or activities/events taking place at the B&B, not just as a page for photos. For example, the B&B is available for booking earlier in 2020 than usual; this should be promoted

via Instagram. This is a specific list of the types of photos that should be posted on Instagram page in order to optimize its effectiveness:

- **Domaine La Fontaine premises:** building, courtyard, pool, view
- **External Activities:** winery, beach, visiting Bordeaux
- **Photoshoot with Influencers:** on location of *Domaine La Fontaine*

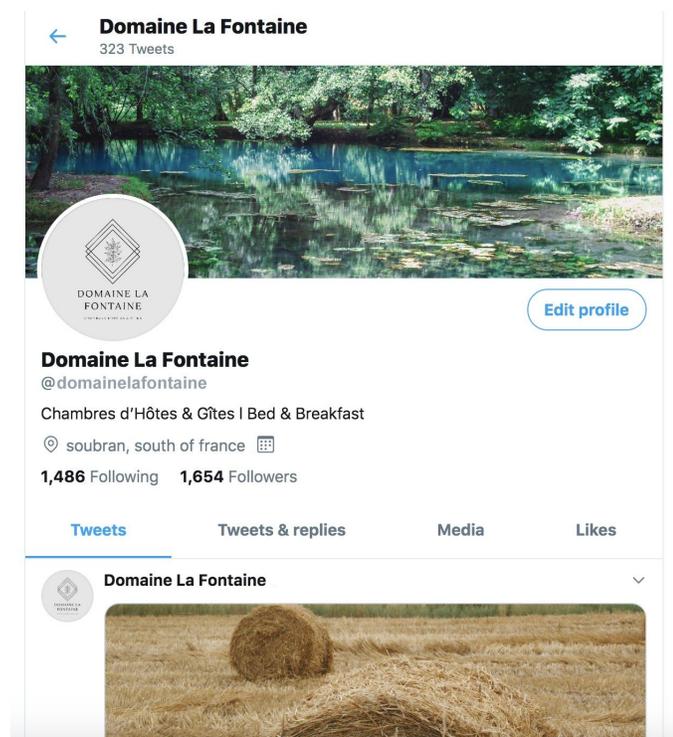
Expected Effect of Improvement: Instagram is a highly interactive communication channel that can, if used effectively, stimulate potential customers to book a stay at *Domaine La Fontaine*. According to *Hootsuite*, a cohesive, well-put together Instagram “can greatly improve brand recognition and business success. It will convey your brand’s voice, personality, and help your followers instantly recognize your content when it appears on the feed,” (Fontein, 2019).

Evaluation 4: Twitter Page (Additional Media Channel)

The Twitter Page of *Domaine La Fontaine* is more actively updated than the Facebook page and less updated than Instagram. Twitter is a more difficult communication channel to create traction on than Instagram. Therefore, the Twitter page of the B&B should be focused on interacting with customers and interacting with relevant media events to promote *Domaine La Fontaine*. In terms of aesthetics and design, the Twitter page should be visually correspondent to the Instagram and Facebook page. The new house style should be visible and recognisable across all communication channels.

Improvement: This is a preliminary design for the revised Twitter Page of *Domaine La Fontaine*. It is an elegant, yet modern design which aligns with the brand of the B&B.

Expected Effect of Improvement: Twitter can act as the more ‘informal’ communication channel that allows customers to interact with the owners directly through this platform. Twitter is also a way for the B&B to showcase its ‘personality’ and the nature of its brand by interacting with other brands/potential customers.



Targeting Communication Channels (Sammie)

1) Official Website

The Official Website of *Domaine La Fontaine* is targeted to the *entire* demographic of the B&B. I have generated an estimated/summarized version of the entire Bed & Breakfast demographic and its various buying personas.

Buyer Persona 1: Entire Demographic (no segmentation)

- 24 to 60+ years old
- Elderly couples
- Young-adult couples
- Singles
- Families
- People looking for calm & peace
- Various nationalities (Dutch, Belgian, French, *International*, etc.)
- Wedding parties
- Golfers
- Wine enthusiasts

2) Facebook Page

The Facebook Page of *Domaine La Fontaine* is meant to target the existing customer base of the B&B, as well as potential customers of the same age/lifestyle demographic. 78% of adults ranging between 30-49 year olds use Facebook, which aligns with the standard age-demographic of *Domaine La Fontaine's* customers. According to [SproutSocial](#), Facebook remains the most dominant platform with 2.27 billion monthly active users. Facebook should be recognized as an incredibly potent communication channel that *Domaine La Fontaine* has disregarded in the past, but should now utilize to optimise their social media presence.

Buyer Persona 2 "Jane": Facebook Demographic

- Female, 48 years old
- Dutch
- Actively uploads to Facebook
- Married with no kids
- Loves the outdoors
- Travels within Europe for holidays
- Hobby cook
- Freelance florist
- Financially stable
- Middle or upper-class

3) Instagram Page

SproutSocial states that "Instagram leans towards a much younger audience than that of Facebook, appealing to teens and young adults with its straightforward, photo-centric design and ease of use," (Fotnein, 2019). **18-29 year olds** are the specific target audience for the

Instagram page of *Domaine La Fontaine*. Young adults are inclined towards aesthetically pleasing content that stimulates them to take action. If the B&B redesigns their Instagram feed to comply to the preferences of the young-adult audience, Instagram could become a stimulus for customers to book rooms.

Buyer Persona 3 “Vanessa”: Instagram Demographic

- Female, 24 years old
- Is active on Instagram, Snapchat, Twitter
- Belgian
- In a long-term relationship
- Graduated university
- Focused on saving money (financially cautious)
- Urban people
- Spends an average of 1 - 3 hours per day online
- Average Middle-Class
- Aware of current events through social media

**(Instagram’s buyer persona also applies to the Twitter communication channel)*

Consumer Insight Statements (Dawn)

In today’s age it is important to understand what a customer thinks and feels to be able to live up to their expectations. The focus here lies on the two personas created, Jane and Vanessa.

For buyer persona 2, Jane, the consumer insight statement focuses on her love for nature, as a florist, she loves being outdoors surrounded by beautiful flowers. In addition, she likes traveling within Europe, however, there are rarely means of relaxation, which is why she doubts the driving distance. Jane wants a relaxing and affordable holiday destination, so she can travel more throughout the year.

For buyer persona 3, Vanessa, the consumer insight statement focuses on her love for nature and vacations, that she can often not afford as a recent college graduate. The statement focuses on her need to be financially cautious, and thus looking for a place that is aesthetically pleasing, so she can post photos to her Instagram account, and something that is affordable so she can go there guilt free.

Consumer Insight Statement **(Buyer Persona 2, Jane)**: “We enjoy spending time in nature but are often bothered by the driving distance. We are unsure about the long drive because we often do not have a means of relaxation once we arrive at our destination. We love making multiple trips a year and thus wish there was a place that is both relaxing and affordable.”

Consumer Insight Statement **(Buyer Persona 3, Vanessa)**: “We enjoy spending time in the outdoors but are hesitant about the average prices of hotels. We are unsure of visiting an expensive hotel because we want to be financially cautious. We therefore wish there was a place that is both aesthetically pleasing and affordable for college graduates.”

Recommendations for Marketing Activities (Dawn)

How can we seduce people to stay at *Domaine la Fontaine* in the spring and autumn?

1) Promoting the Bed and Breakfast as a photography/photoshoot location on photography websites

Nowadays, Instagram is the main social media platform to search for travel destinations. When an Instagram influencer with a large following takes beautiful photos, as previously unheard of or rarely visited locations. People see the likes and beautiful photos and travel to the location (Tenbarge, K. (2019, August 2)). For instance, the Horseshoe Bend in Arizona USA, has received seven times the number of visitors since the launch of Instagram in 2010 (Tenbarge, K. (2019, August 2)). This shows, that if we can put *Domaine la Fontaine* on the map as a photographing location, people will be more likely to visit.

1) Viral Marketing: Invite vloggers to stay at the Bed and Breakfast to promote the location and attract young adults via youtube/instagram

According to the International Journal of Scientific Research and Review, travel vlogs are the most watched videos on YouTube. 45% of the people made their bookings immediately after watch vlogs, and 60% of people shortlist their options once they watched vlogs to then decide their destination (Lodha, R., & Philip, L. (n.d.)). If *Domaine la Fontaine* invites vloggers to its destination, they could broaden their reach. And based on this research, more people will choose *Domaine la Fontaine* as their travel destination.

2) Promotional Videos: hire a videographer to create a promotional video (similar to chateau Mirambeau)

Video promotions provide good return on investments for 83% of businesses and even though video production is not always cheap, it does pay off at the end of the day (Kallas, P. (2018, July 10)). A videographer will be anywhere from 50 to 100 euros per hour, which would be approximately 500 euros for the day. Which is equal to six nights at a bed and breakfast. If the return on investment is 83% for *Domaine la Fontaine* they will be paid off in no time.

3) Spa Retreat: The addition of fire pits, saunas, and massages (Detox, food-combination)

When people have driven 8 hours to a bed and breakfast they usually want to relax and what better way to relax than a sauna or a massage. In addition, the client mentioned a desire for an increase in customers during the spring and fall. Usually around March or April the weather in Europe is still rather cold, but it is nice outside and there is less rain. The addition of fire pits around the property could increase the feeling of coziness and feeling at home for customers. Furthermore, in the fall when it is rainy and the days are becoming increasingly more gloomy fire pits can increase joy. If the fire pits were placed under a little patio people can enjoy the fire without getting wet from the rain. Combine this with some nice wine and people can spend the nights out with a blanket talking deep into the night. Saunas are very beneficial to the *Domaine*

la Fontaine as they aid muscle relaxation, which will help all guests relax after they spend the day hiking, biking or other intense activities.

4) Post reviews to Instagram and other social media channels

Instagram is an easy and quick way to reach customers, whenever people leave nice reviews at the bed and breakfast these can be posted on their account. As reviews are usually short and concise they are easy to post on this platform, making it easy for the client to maintain. Posting reviews is important as people are more likely to buy a product when there are positive reviews, and having as little as five reviews results in a purchase likelihood increasing by a factor of four times (Spiegel Research Center, 2017). In addition, many of the young adults targeted by the new campaign will be Instagram users. Reviews can be posted on Instagram stories or as a caption for photos posted by Domaine la Fontaine. Both ways will be effective as it reaches the target audience in a modern way.

General Implementation Recommendations

Our most urgent recommendation for each channel in terms of implementation is **unifying the design**. This means each communication channel needs to share a visual design and brand. This unifies the brand message. The *Instagram, Facebook and Official Website* need to be visually cohesive (Fontein, 2019). Cohesiveness is achieved by the following factors:

1. Only high-quality photos
2. Adopting a colour palette
3. Using the same filter

Consistency in posting is another crucial step to sustain growth on media platforms. The apps *Buffer* or *Hootsuite* are ideal for scheduling and monitoring the feeds of both Instagram and Facebook. This way the maintenance of this is minimal and the impact is optimal.

Another strong recommendation to enhance the aesthetics of a social media feed, especially for a business like *Domaine La Fontaine*, is to hire a photographer for photoshoots. This way, there will be an archive of high-quality photos available to be posted on Instagram across an extended period of time. An example of a photographer that photographs B&B's is "[Slice of Pai](#)". This [example](#) is of a Chateau that effectively prioritizes its Instagram page when promoting their brand; something *Domaine La Fontaine* is also very capable of.

Up-to-Date Communication Strategy (Dawn)

Creating the Marketing Strategy

The first step of creating a good communication strategy is understanding your target audience. *Domaine la Fontaine* has a rather large target audience, according to the project brief they aim to reach and international audience, middle class, preferably singles, couples both young and old, families with older children, people who travel by on their way south, and people who travel professionally. For this research the focus will only be on couples, as having a clear focus will allow the research to help *Domaine la Fontaine* expand their target audience in this direction.

It is then important to know what specific needs these customers have. The focused target audience are adults ranging between 30 and 49 years old, and young adult couples between 18 and 29 years old. Some needs that young adults have are and inclined interest towards aesthetically pleasing content, which them stimulates them to take action. Adults between 30 and 49 are looking for a quiet place to relax.

The second step of the strategy is to figure out what *Domaine la Fontaine* **unique selling proposition** is that it is important to understand why a consumer would choose you over a competitor company, and where do you fall short in comparison to competitors. *Domaine la Fontaine* markets their bed and breakfast as the ideal setting to enjoy the things that make life worthwhile. They offer a swimming pool, a terrace, an impressive view over a large valley and their renowned hospitality complete the optimal atmosphere. In addition, what sets them apart from competition, is that they cook dinner a few times a week for their guests accompanied by some wine. This gives the customers the opportunity to connect with guests on a sociable level.

Domaine la Fontaine is falling short in a few categories, and that is their lack of advertising. A competitor in the region is *Chateau Mirambeau*, a big luxurious hotel. They have created great advertisements such as their promotional video. *Domaine la Fontaine* could follow this example as promotional videos have a great return on assets and are very popular amongst the target audience.

The next focus lies in the **marketing communication mix**. This mix is the combination of channels used to reach out to potential customers, the first channel is the official website, Facebook, and Instagram. Different aspects included in the marketing mix are, online advertising on the above mentioned channels, events, and direct marketing. The client had mentioned that he has connections with restaurants in the city, which means that word to mouth advertising plays a significant role to the Bed and Breakfast. As for online advertising, the client needs to post consistently to all socials to stay engaged with the target audience. The website will be updated which will help *Domaine la Fontaine* to connect with the customers. In the near future, the client can add events to the marketing mix. The client mentioned wanting to be able to hold weddings at the venue, which is a great marketing strategy.

Branding is an extremely important part of the marketing communications strategy.

Consistency is key for branding. The online presence of *Domaine la Fontaine* needs to have a similar feel across all different platforms. This means the website, social media platforms, marketing campaigns, and items such as the business cards all need to be consistent. What is *Domaine la Fontaine*'s core identity? Their goal is to make customers feel comfortable, everything they need is in reach, and it is important for customers to feel at home in a 2020 style. The brand book will allow the client to get an overview of how to create the consistency required for branding.

After narrowing down the promotional mix, it is important to set a certain **success metric**. The success of *Domaine la Fontaine*'s new promotional mix can be measured in numbers of reservations made by customers. Another means of measuring is the number of website visits from social media shares. This way the client can see whether or not the increase in Instagram posts helps an increase in customers. Another way of measuring success is through the number of mentions on different blogs, if the client were to invite vloggers/influencers this could increase numbers.

The Development of the Marketing Strategy

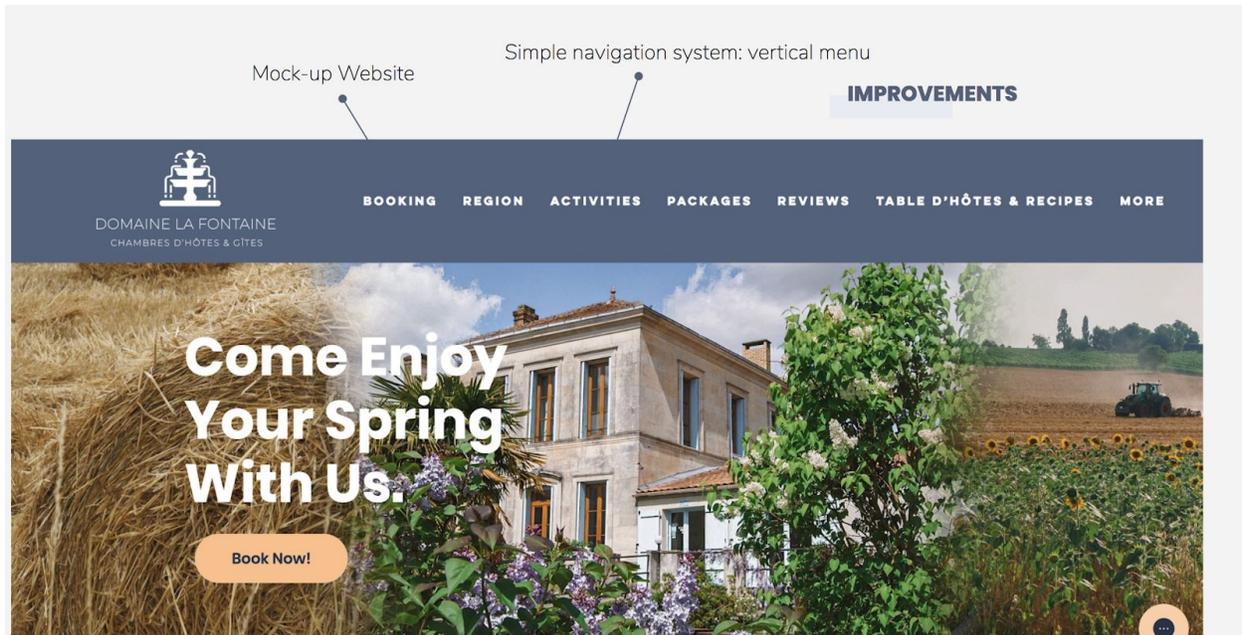
A great and affordable way to develop the strategy is to get free press for the bed and breakfast. This is easily attained by inviting influencers, bloggers, and vloggers, then letting them post about *Domaine la Fontaine*. Placing articles in travel magazines will also help the development of the strategy. A way to broaden the B&B's reach is through the use of press; the client can write an article introducing himself and the B&B that is consistent with the brand image created using the brand book. The article should be addressed to the current target audience. Then the second step is to find a target to post the article, this could be a travel website/magazine or a famous instagram account. The travel website however, should have the same target audience as the B&B's target audience, thus young couples and adults.

Finding press targets is quick and easy, as the B&B is located in Soubran France, this research focuses on Belgian travel influencers as they are a road trip away from the B&B. People like content influencers put out there. When an influencer posts photos of locations people are more likely to visit this location. Thus, the influencers need to be into traveling, so their followers will fit into *Domaine la Fontaine*'s target audience.

Thus, in conclusion, *Domaine la Fontaine* should focus on defining their target audience and reach these set goals. In addition, the client should start reaching out to influencers and bloggers who will help to put *Domaine la Fontaine* on the map amongst the younger target audience. All focus should be on the marketing mix and on advertising the B&B online to gain customers.

Justification of Website Design (Sammie)

This table justifies the design choices made on the wire-frame website for *Domaine La Fontaine*. See website here: <https://sammieklinker1.wixsite.com/mysite>



Design Decision	Justification
Horizontal Navigation (Menu Bar)	The <i>horizontal navigation</i> allows full use of the page width for content. If the menu was vertical, it would eliminate a large portion of the page width and take up more space than necessary. It is also the natural positioning for how people read: people read from left to right, so the horizontal menu is more logical.
The slogan “Come Enjoy Your Spring With Us.”	Initially, the slogan was “Come spend your spring with us”, which we changed due to the often negative connotation of the word ‘spend’. Customers associate the term ‘spend’ with ‘spending money’, which is discouraging towards customers.
The order of the menu <ol style="list-style-type: none"> 1. Booking 2. Region 3. Activities 4. Packages 5. Reviews 6. Table D’Hotes 7. Contact 	The order of the menu is based on the priority of the page. The ‘booking’ page is the most important page, which is also why there is a button with ‘book now’ on the front of the home-page. The booking tab should be the first thing the customer checks out after reading the main page. If a customer is interested or doubting their decision to book, they can then move on to the ‘region’ and ‘activities’ pages, which provide more stimuli for the customer to book. The ‘packages’ tab follows as it contains

<p>8. Photos</p>	<p>more special offers, such as weddings and golf packages. The term ‘packages’ also implies that there is some kind of financial benefit to booking the package. Then, if the customer needs an extra push, they can visit the ‘reviews’ page where previous customers have written only positive reviews about their stay at the B&B. Additionally, there is a ‘Table D’Hotes’ page for customers interested in the culinary options at the B&B and especially the added value of a menu that considers dietary restrictions.</p>
<p>Booking Format</p>	<p>Most importantly, the vertical-scrolling booking format is crucial for a clear overview of booking options. In the current Official Website, there is no clear summary of all the possible booking options that are at <i>Domaine La Fontaine</i>. What the customer needs is a visual guide through all the different rooms and ‘gites’ at the B&B.</p>
<p>Photo-Based Design</p>	<p>The website has a very <i>visually-heavy</i> design with a clear priority on photos and appealing consumers in a visual fashion. The research article from ‘Smashing Magazine’ describes, based on psychological evidence, the guidelines of how to use photography/photos to generate more sales. The article states the following instructions: show off product benefits, don’t give reasons not to buy, create an immersive experience and educate & inform. Thus, we generated a website design for <i>Domaine La Fontaine</i> that focuses on intriguing customers through aesthetically pleasing photos. This is also why one of our ‘Marketing Activity Ideas’ is photography related, both to viral marketing and photography-locations .</p>

Justification of Brand Book (Vivien)

Domaine La Fontaine’s brand is built on the serene, homely atmosphere of the chateau’s terrain. *Domaine La Fontaine* is branded as a multilingual Bed & Breakfast that combines the elegance of a French chateau and the modernity of the new owner’s love for contemporary art pieces. *Domaine La Fontaine* has the potential to grow into a universally desired place for people to return to peace. Its current brand is still visually reminiscent of the early 2010s and therefore, outdated compared to their objective to modernise their image. The B&B’s brand wishes to retain the blue-based colour palette because it reflects the elegance and symbolic peace and tranquility associated with the colour blue. *(Sammie)*

Logo Justification:

Our goal creating a logo for *Domaine La Fontaine* was to have a mixture of a both modern yet elegant style. The font gives it that contemporary feeling with the thin and simple lines. The illustration of the fountain has that elegant feel to it thanks to the curves. But the water is mostly just straight lines which makes it abstract. The client pointed out that he would like to keep the blue tones as primary colours, and that is what we did. We have implemented the new colour palette in this design. As for the main logo, we feel as this dark blue with the off-white is the most representative for *Domaine La Fontaine*, as it communicates significance, importance, and confidence. Once a brand has reached consistency they may start to implement the different color variations according to different audiences and content. As long as it is consistent and planned in advance, the business won't have trouble including multiple variations of the logo. Sticking to the colour palette plays a crucial part in this.



Typography Justification:

The lettering includes three models and captures the modernist style of the early 20th century. It is also not too formal which is essential for *Domaine La Fontaine*. In lowercase, Montserrat, is a very pretty font however, it shines in all caps because of the geometric simplicity of the letters.

Primary Brand Colours:

The use of color is one of the key elements of brand design. Branding color helps to improve a company's visibility. A brand's personality and purpose is often shown through the colors. Recognition is what all businesses want to achieve, and you can do that with the help of a simple yet clever logo combined with your color palette. You want to achieve harmony by combining colors that work well together. We used the following formula to create a harmonious *color palette*:



FOR WEB USE		FOR WEB USE		FOR WEB USE		FOR WEB USE		FOR WEB USE		FOR WEB USE	
Red:	22	Red:	57	Red:	105	Red:	142	Red:	239	Red:	244
Green:	22	Green:	71	Green:	129	Green:	84	Green:	184	Green:	238
Blue:	28	Blue:	102	Blue:	173	Blue:	55	Blue:	116	Blue:	233
FOR PRINTING USE		FOR PRINTING USE		FOR PRINTING USE		FOR PRINTING USE		FOR PRINTING USE		FOR PRINTING USE	
Cyan:	85	Cyan:	84	Cyan:	65	Cyan:	31	Cyan:	6	Cyan:	5
Magneta:	76	Magneta:	68	Magneta:	45	Magneta:	65	Magneta:	32	Magneta:	7
Yellow:	57	Yellow:	36	Yellow:	15	Yellow:	75	Yellow:	60	Yellow:	9
Key:	81	Key:	26	Key:	2	Key:	32	Key:	0	Key:	0
COLOR CODE		COLOR CODE		COLOR CODE		COLOR CODE		COLOR CODE		COLOR CODE	
#16161C		#394766		#6981AD		#8E5437		#EFB874		#F4EEE9	

Colours	Justification
Primary Color: Red, Yellow and Blue	The client specifically stated that he would like blue to remain the primary color, which we kept.
Secondary Color: The mix of the primary colors.	In our color palette we have two secondary shades. The light tangerine (mixing red and yellow), and the off-black (mixing all three).
Tertiary Color: The mix of secondary colors.	This unique color has a mix of dark blue and magenta. I would describe it as a blue-grey with a purple undertone.
Complimentary: Opposite colors.	The opposite of blue is brown. Put together, they achieve a high contrast. We have also added an off-white shade to compliment all the dark tones. Overall this palette is quite neutral which makes designing and photography very easy, as it has cool, as well as warm tones.

Print Media:

1) *Business Card*

This design makes a statement. The bold fountain on the front is an eye catcher, the colours are easy on the eyes, and the font is consistent. On the back, we see the same illustration again, only this time it is black. We want to subtly remind the consumers of Domaine La Fontaines identity, so it sticks with them. We also designed this implementing the colour palette for consistency.

2) *Letterhead*

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The following letterhead was created for Domaine La Fontaine. This design includes the primary brand colours. It has a nice mixture of dark and light.



Photography:

Brand photography can include anything that makes your brand one of its kind, like images of you and your employees, products, space etc. These are professional photographs that represent your business visually, and fit your house style through tones, props and sets. A study showed that if the founder of a company uses social media, 82% of the customers trust the company better, and 77% of them will eventually return. Customers like to connect. This doesn't mean that every picture has to include the owner, but people want to relate to others and see a face behind the company. There is such a thing as love at first sight, as people are able to form an opinion about something/someone in just 50 milliseconds. You want to stand out with high quality content, a great aesthetic, and consistency. Customers appreciate an owner's attention to detail, so a professional brand photography is essential in order to capture potential clients. Consumers expectations are high. 90% of them want to see consistency across all channels that are used to interact with the brand. Once all of your visual elements work together, you can maintain consistency. Brands which are portrayed frequently are 3 to 4 times more likely to have brand visibility.

Guidelines to Successful Photography

- Subject** In photography, we call an object or a person the “subject” of an image. Usually they are the focus point of the photo, and that is why lighting, and placement is key. Perspective also plays a big role in how we see a subject. A good way to draw attention to your photography is to try and portray everyday objects in an unusual way and tell a story. Surroundings help to tell your story, such as background and foreground, so always consider those aspects
- Composition** “The composition of an image is simply the way all the individual subjects within the frame combine to form the final image.” The goal is to achieve the viewer's eye to drift around naturally, and to stay within the frame, by using the rule of thirds. This method creates a well-balanced photo. To enhance the composition, you should photograph subjects of an odd number, as people feel more at ease that way. You can alter composition by simply zooming, changing lenses, moving around or crouching down.
- Tone** “Tonal range is the difference between the lightest and darkest parts of a photograph.” The time and place of the photograph affects the tones, but they can be easily adjusted in the post-production. A wide tonal range will help you to show scenes in a realistic way. You can also use a limited tonal range to achieve abstract, high/low key photography. Lightroom is the most used tone adjusting mobile app at the moment.
- Preset** A visually pleasing Instagram feed is very important to businesses. By “pleasing” we not only mean great quality photos, but also unique content, and a consistent theme that represents your brand. Your feed is just like a business card. It is really important to show your personality through these themes. Potential customers are very much influenced by these feeds. They most likely are comparing different destinations so you want to stand out!

This theme is neutral which goes well with the color palette that we previously created. The warmth creates an inviting feel to the feed, but blue elements can be subtly showcased in the pictures which adds that signature of *Domaine La Fontaine* (sky, signs etc.). As previously mentioned, the theme/feed should be the representation of the owner's personality as customers like to interact with the people behind the brand. Therefore, we recommend that you choose a preset that best represents you. The two apps that are the most popular in terms of photo editing is Lightroom and VSCO. With Lightroom you have the ability to really manipulate colors and lighting. It creates a very professional photographs, but it may not be the most beginner friendly. With VSCO it is more about the filter, and it is very easy to use. We

recommend that you start with this app and once you get a feel for editing, switch to Lightroom.

The following settings are applied in **VSCO** on the pictures on the right:

- Filter: M5 +12
- Exposure: -1,4
- Contrast: +1,5
- Skin Tone: -4
- Fade +3,0

Concluding Statement

In conclusion, we strongly believe that *Domaine La Fontaine* is currently in the perfect position to expand their media platform presence to reach new heights. With Mark and Ilse taking over *Domaine La Fontaine*, they can use this new ownership as a clean slate with infinite possibilities to explore. This report is meant to offer Mark an insight into some of the possibilities regarding media channel improvements and marketing activities. We, as a marketing team, hope that our findings and evaluations are valuable to *Domaine La Fontaine* and will help the improvements and re-design of the brand.

Reference List

Cameron-Kitchen, T. (2016). *The Pros and Cons of Using Buffer for Your Small Business*.

Retrieved from <https://exposureninja.com/blog/buffer-for-business/>

Capterra. (2019). *Later Reviews*. Retrieved from

<https://www.capterra.com/p/152254/Later/reviews/>

Chaney, P. (2014). *Pros, Cons of Hootsuite for Social Media Management*. Retrieved from

<https://www.practicalecommerce.com/Pros-Cons-of-Hootsuite-for-Social-Media-Management>

Chen, J. (2020). *Social media demographics to inform your brand's strategy in 2020*. Retrieved

from <https://sproutsocial.com/insights/new-social-media-demographics/#>

Fontein, D. (2019). *How to Create a Unique Instagram Aesthetic that Fits Your Brand*. Retrieved

from <https://blog.hootsuite.com/instagram-aesthetic/>

Lodha, R., & Philip, L. (n.d.). *Impact of Travel Blogs and Vlogs on the Decision Among the*

Students of Bangalore. International Journal of Scientific

Research and Review, 07(03), 1060–1076. Retrieved from

http://ijsrr.co.in/images/full_pdf/1552797380_j14.pdf

Tenbarge, K. (2019, August 2). 15 destinations Instagram has helped ruin. Retrieved November

26, 2019, from

<https://www.insider.com/travel-destinations-instagram-influencers-ruined-2019-7#horses-hoe-bend-is-a-great-place-for-a-scenic-photo-leading-the-park-to-install-new-infrastructure-to-handle-an-influx-of-visitors-10>.

Kallas, P. (2018, July 10). 8 Powerful Reasons You Need to Use Video Marketing [TRENDS].

Retrieved from

<https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>.

How Online Reviews Influence Sales - The Medill IMC Spiegel Research Center. (n.d.).

Retrieved from <https://spiegel.medill.northwestern.edu/online-reviews/>