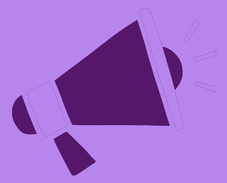
SOCIAL MEDIA PRESENTATION

# LOUIS VUITTON

## REBRANDING KIT



Marketing

Social Media

Presented by Evan Doerfler

# PRESENTATION LAYOUT

## PART 1

**Brand Kit Guidelines - Louis Vuitton**

- Primary and Secondary logos
- Primary and Secondary Font
- Colour Palette
- Hashtag Policy
- Language Policy

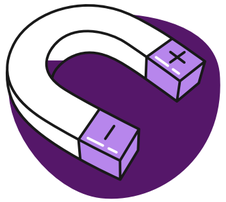
## PART 2

**Louis Vuitton Mock Profile**

- Instagram
- Twitter
- Facebook

## PART 3

**Louis Vuitton Mock Posts**



- 3 Instagram Posts
- 3 Twitter Posts
- 3 Facebook Posts

# PRIMARY LOGO

This is the Primary Logo for "Louis Vuitton". **"Louis"** is the bunny riding the skateboard, used to symbolize a **"groovy young kid" for kids/early teens**. The logo is filled with little easter eggs such as a Louis Vuitton bag, skateboard, and the words "Louis Vuitton" faded in the background. Both the Primary and Secondary fonts are used in this logo.

**PRIMARY LOGO**

**PART 1**

# SECONDARY LOGO

This is the Secondary Logo for "Louis Vuitton". In this logo, "Louis" is the bunny riding the skateboard over the hashtag **"#LouisLivesGroovy"**, used to promote to a younger audience that **Louis is the grooviest** of them all and the LV products are what you should be buying. The logo is simplistic and showcases both the Primary and Secondary Font in a different variation.

SECONDARY LOGO

PART 1

# PRIMARY FONT

This is the **Primary Font** for "Louis Vuitton". In this font, it represents a cartoonish look that draws to our aimed demographic. All the letters look as if they are capitalized, but they are not. Typical cartoon fonts look the same as this.

**PRIMARY FONT**

AA

BOUNCY! "BLACK"

AA BB CC DD EE FF GG HH II JJ KK LL MM NN

OO PP QQ RR SS TT UU VV WW XX YY ZZ

**PART 1**

# SECONDARY FONT

This is the **Secondary Font** for "Louis Vuitton". In this font, it represents a more serious and clean look that draws to our aimed demographic.

**SECONDARY FONT**

Aa

Colonna MT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

**PART 1**

# COLOUR PALLET

This is the Colour Palette for "Louis Vuitton". In this palette, the colours of **Dark Purple, Light Purple, and an unsophisticated White** are used throughout the entire brand kit. The three colours complement one another nicely and are a huge change in scenery compared to the Luxury colours used in the current LV brand. These colours help to keep the theme of the brand **light**, **upbeat**, **cartoonish**, and most importantly, it fits the demographic

## COLOUR PALLET

#ffffff

R: 255
G: 255
B: 255

C: 0%
M: 0%
Y: 0%
K 0%

#b786ec

R: 183
G: 134
B: 236

C: 36%
M: 50%
Y: 0%
K 0%

#551769

R: 85
G: 23
B: 105

C: 78%
M: 100%
Y: 25%
K 16%

PART 1

# HASHTAG POLICY

This is the **Hashtag Policy** for "Louis Vuitton". In this policy, the hashtags used are formed in a way to drive sales and **attention** to the demographic. Kids will want to "BeLikeLouis" because Louis is "Groovy". The promotional tags will enforce **maximum viewership** through buyers posting their kids fashion and posting the hashtag #LouisKidsFashion or #LouisOfInstagram, etc to social media. In all of the posts, the general guide is to include 1-3 relevant hashtags relevant to the social media post

## HASHTAG POLICY

**Industry Tag**: #LouisLivesGroovy

**Secondary Tag:** #BeLikeLouis

**Promotional Tag**: #LouisKidsFashion, #LouisFashion, #Louis(is)Fashion, #LouisInclusion #LouisOfInstagram(/Facebook/Snapchat...etc), #LouisPhotoOfTheDay

**Brand Tag Guideline**: Use #LouisLivesGroovy for industry specific and #BeLikeLouis or #LouisKidsFashion for social media/secondary related post

**General Guide**: Use 1-3 relevant tags of the ones listed on all social media posts

PART 1

# LANGAUGE POLICY

This is the **Language Policy** for "Louis Vuitton". In this policy, the language used are formed in a way to market to a younger audience. This is accomplished through the character "Louis" who is a bunny that skateboards (a product sold by Louis Vuitton) and wears Louis Vuitton clothing such as a jumpsuit, sweater, track pants, shoes, etc. By staying consistent with the same languages and word "Louis" the brand will become more approachable by a younger demographic (elementary to high school),  reaching the target market because it has the **relatable** factor.

## LANGUAGE POLICY

- Always including the name **"Louis"** in our language: IE: LouisLivesGroovy, #BeLikeLouis, #LouisKidsFashion, #LouisFashion, etc.
- Bring life/luxury to a **younger** audience
- Aimed to make the brand more **approachable** to an audience that the company is not necessarily focused on in their current marketing strategy
- The goal is for kids to want to “be like Louis”, the cool bunny that does **relatable** activities AND wears "**relatable** clothing" (That's what I want them to think)
- Louis can be seen in two ways:
- **Younger audience:** Kids love the hip bunny rabbit
- **Young teenager:** He’s in the “new” and represents common qualities that are familiar with their daily activities (young kid, skateboarding).

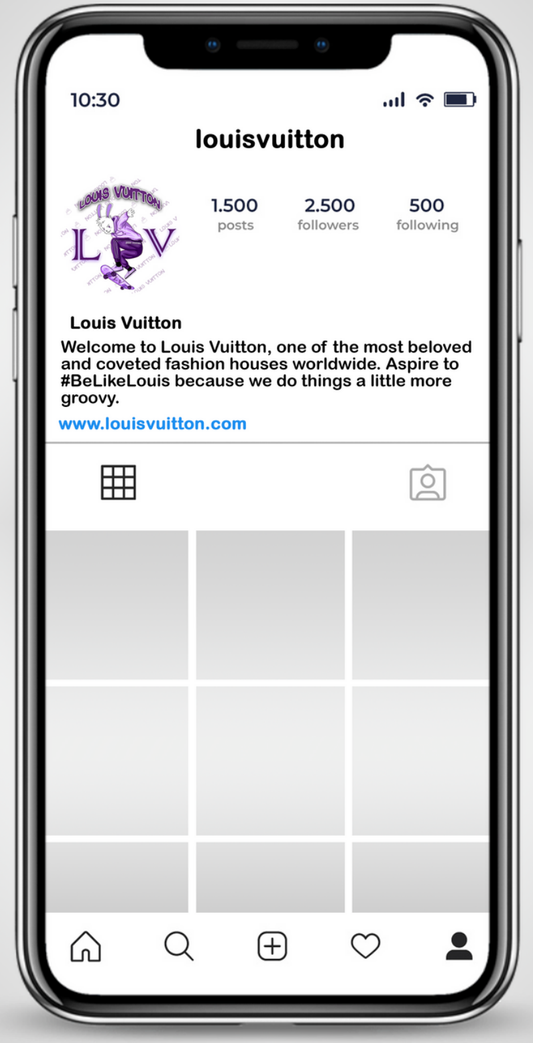
**PART 1**

PART 2

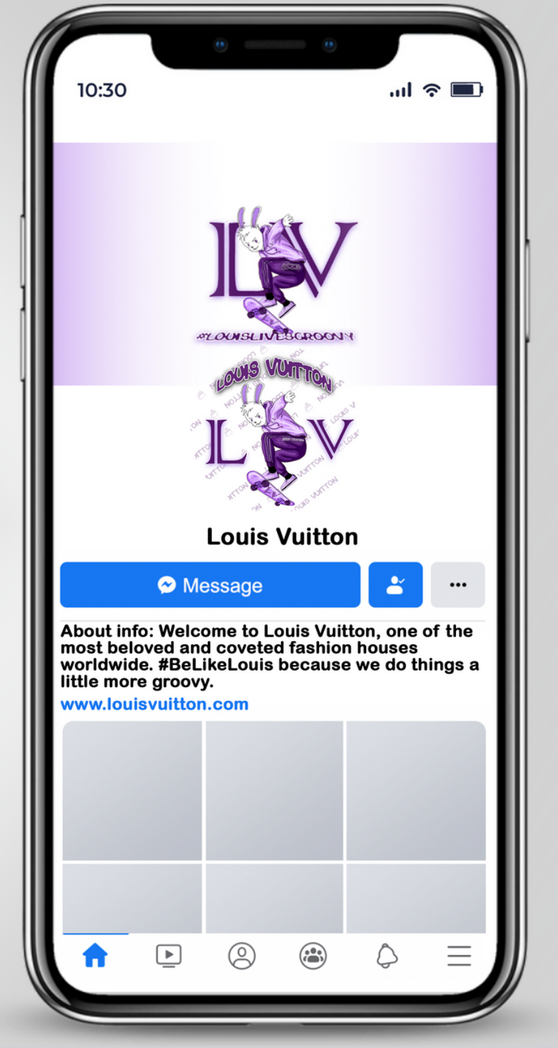
# LOUIS VUITTON MOCK PROFILE

## TWITTER

## INSTAGRAM



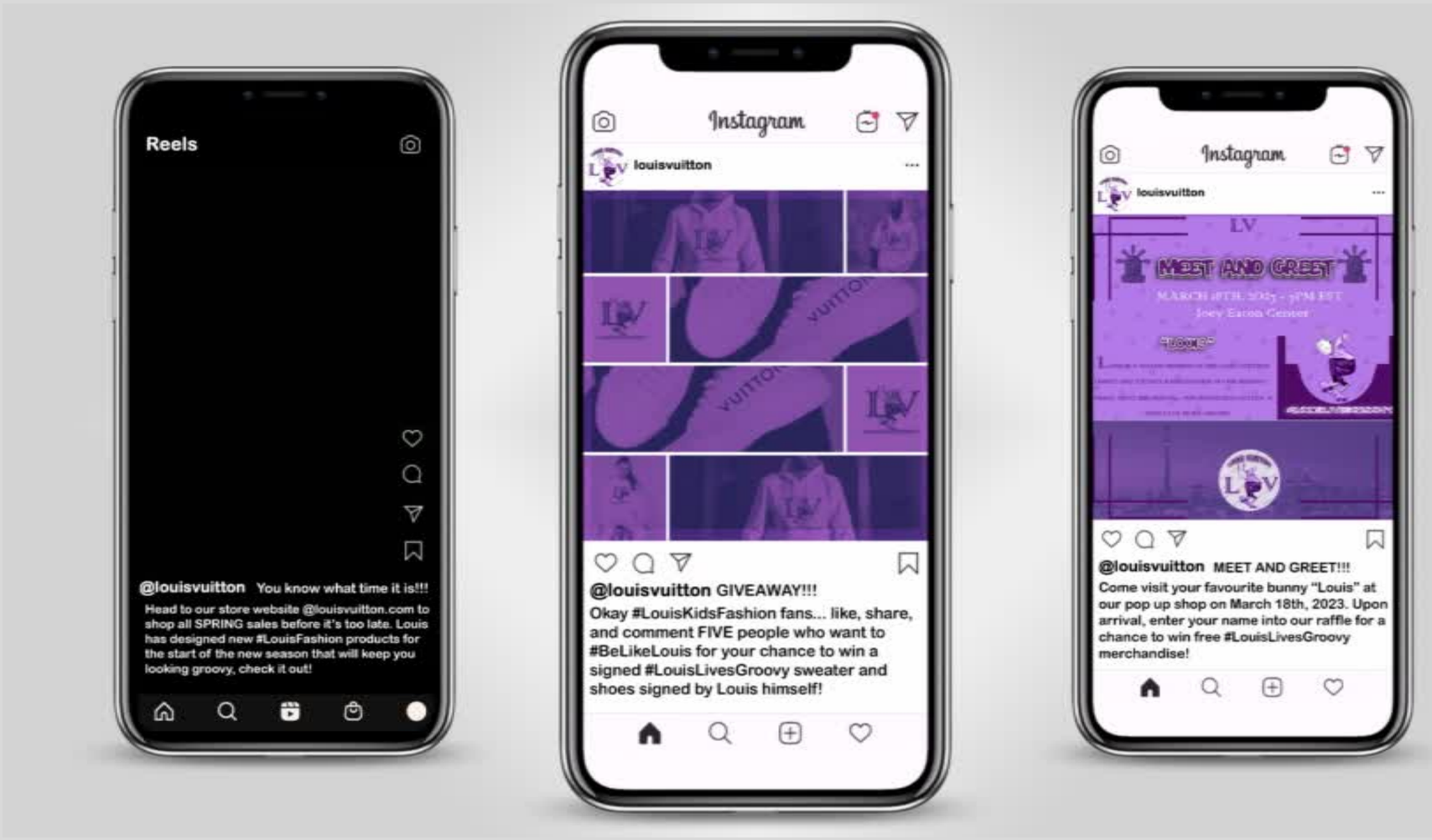

## FACEBOOK



PART 3

# LOUIS VUITTON MOCK POSTS

INSTAGRAM

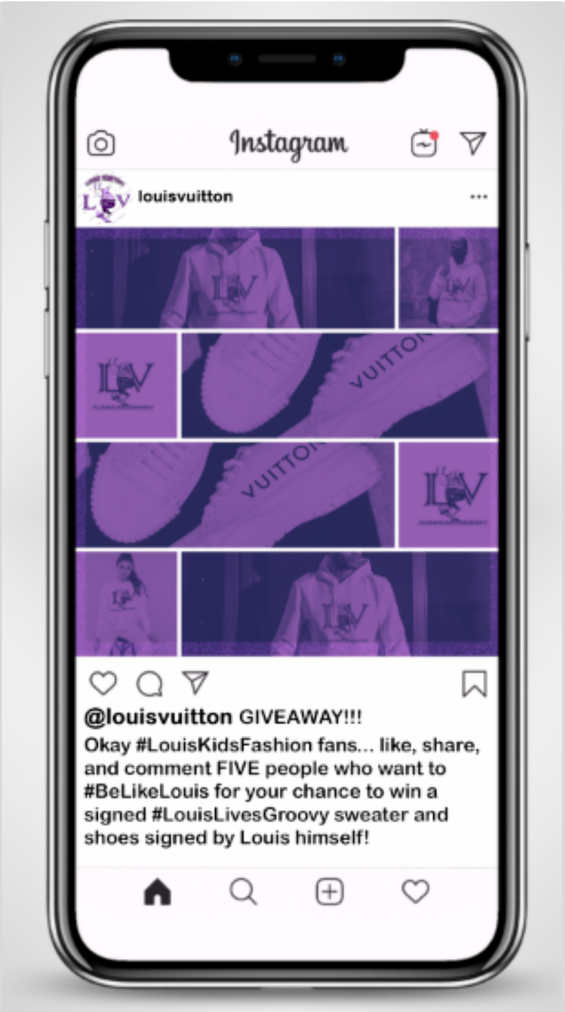


PART 3

# LOUIS VUITTON MOCK POSTS

INSTAGRAM

## PHOTO




## GRAPHIC

PART 3

# LOUIS VUITTON MOCK POSTS

INSTAGRAM

## PHOTO

## GRAPHIC

PART 3

# LOUIS VUITTON MOCK POSTS

INSTAGRAM

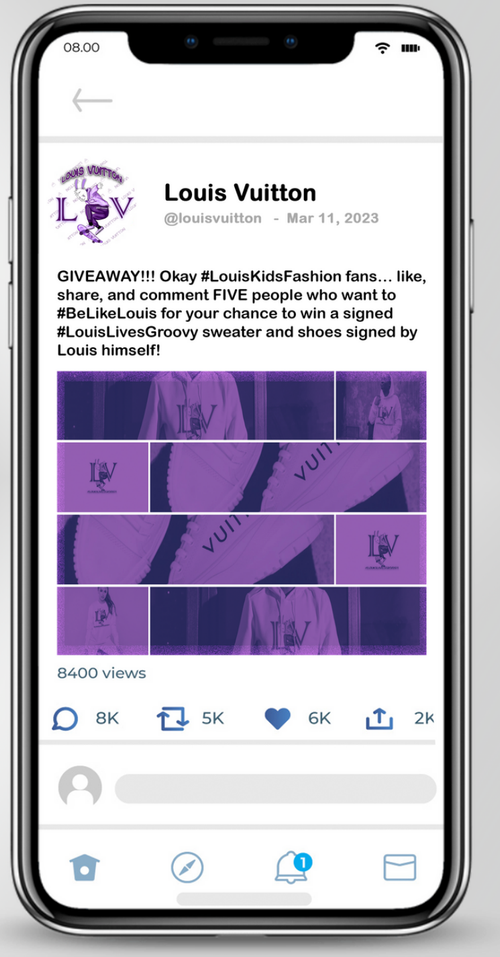
VIDEO

PART 3

# LOUIS VUITTON MOCK POSTS

TWITTER

PHOTO

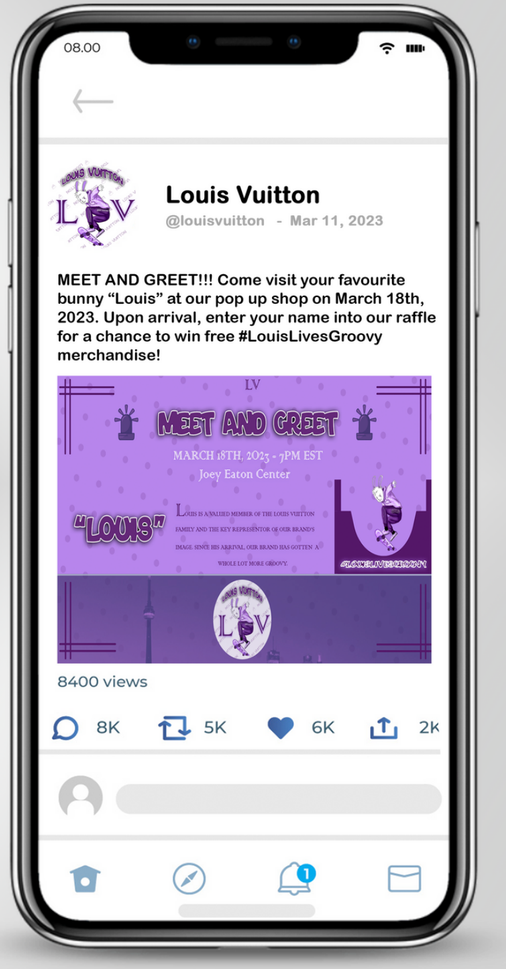


PART 3

# LOUIS VUITTON MOCK POSTS

TWITTER

GRAPHIC

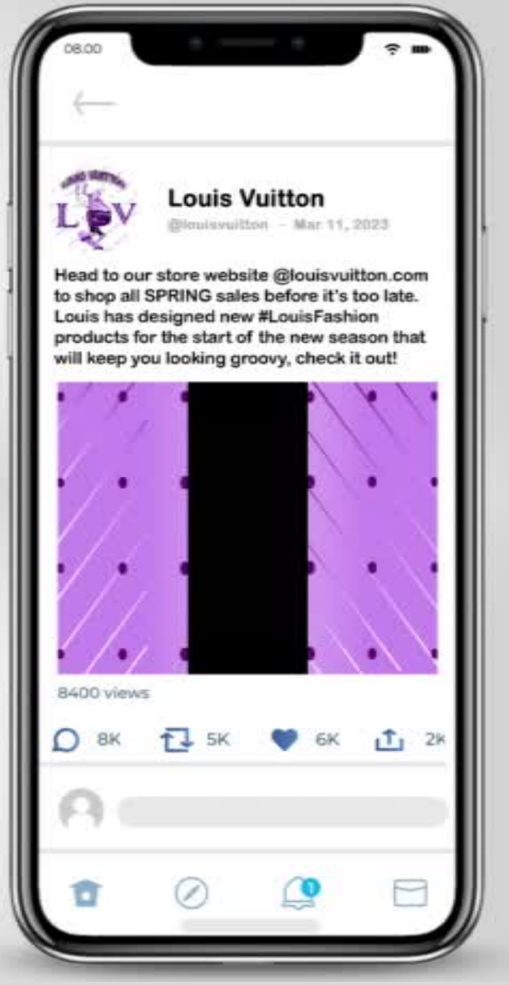


PART 3

# LOUIS VUITTON MOCK POSTS

TWITTER

VIDEO

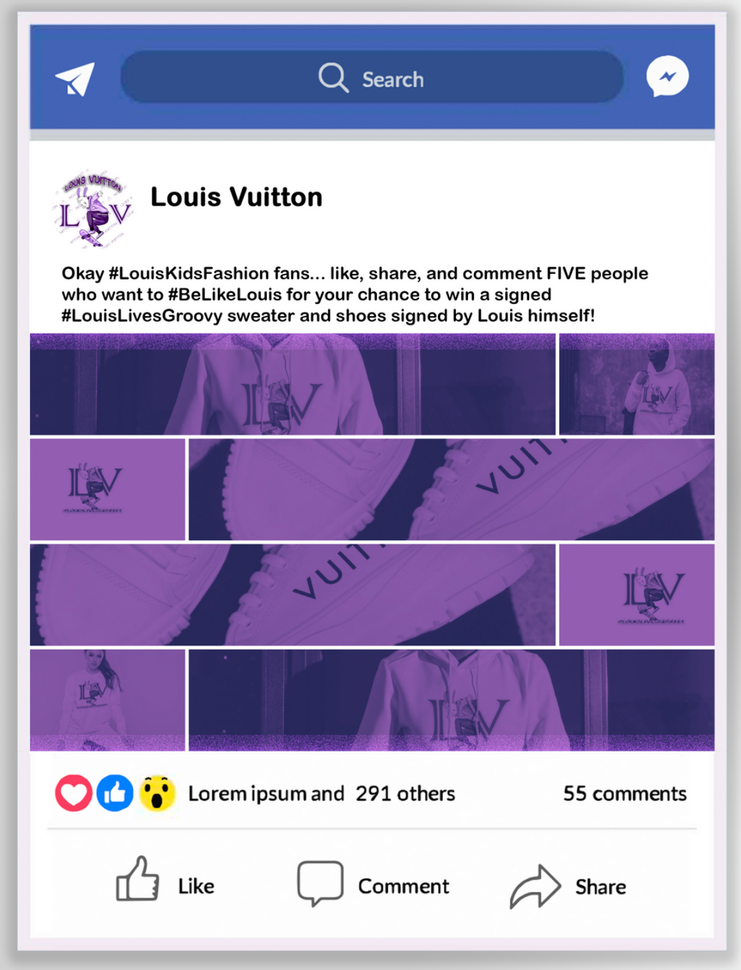


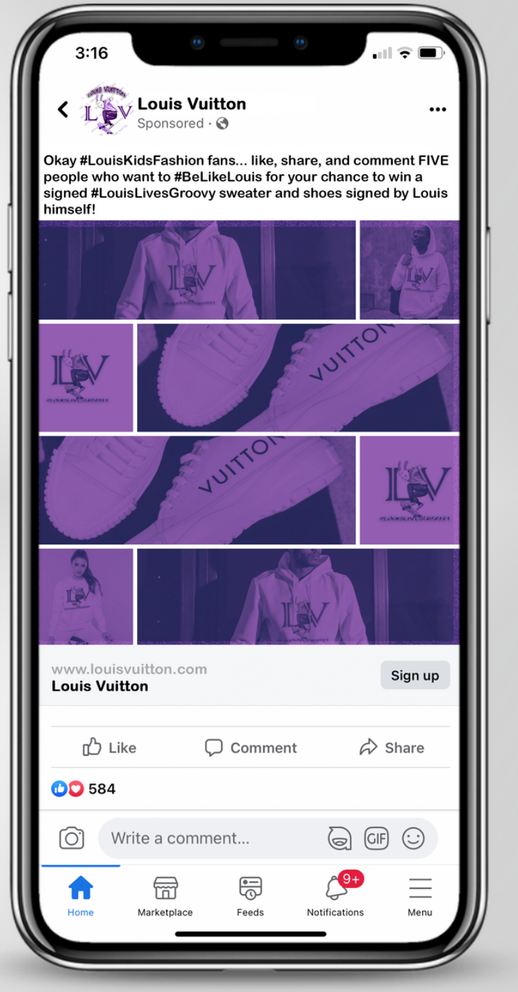
PART 3

# LOUIS VUITTON MOCK POSTS

FACEBOOK

PHOTO



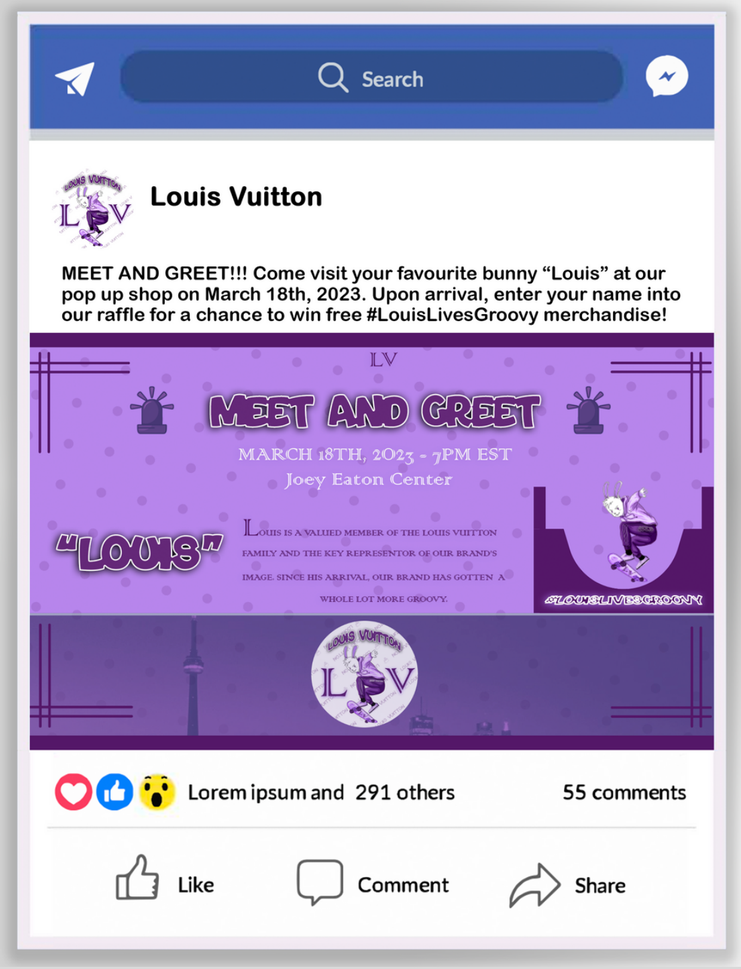



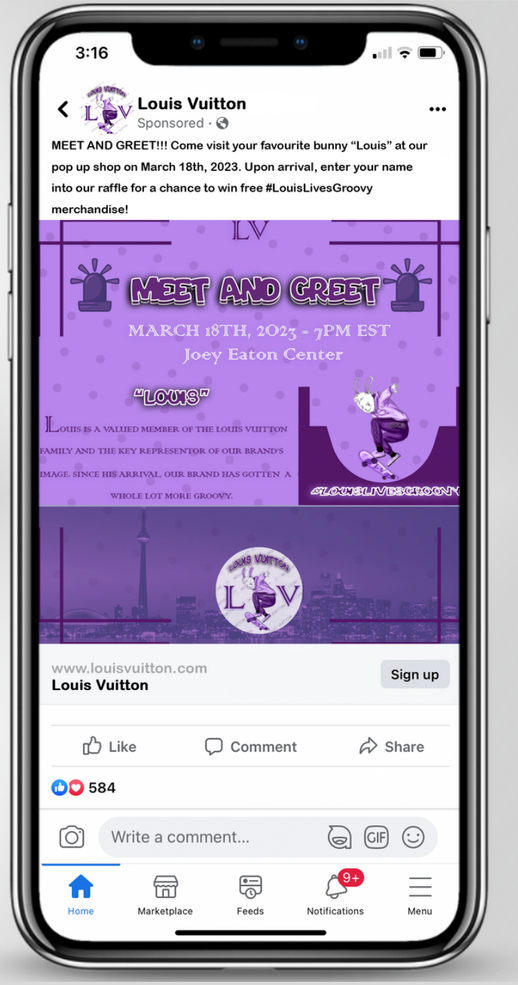
PART 3

# LOUIS VUITTON MOCK POSTS

FACEBOOK

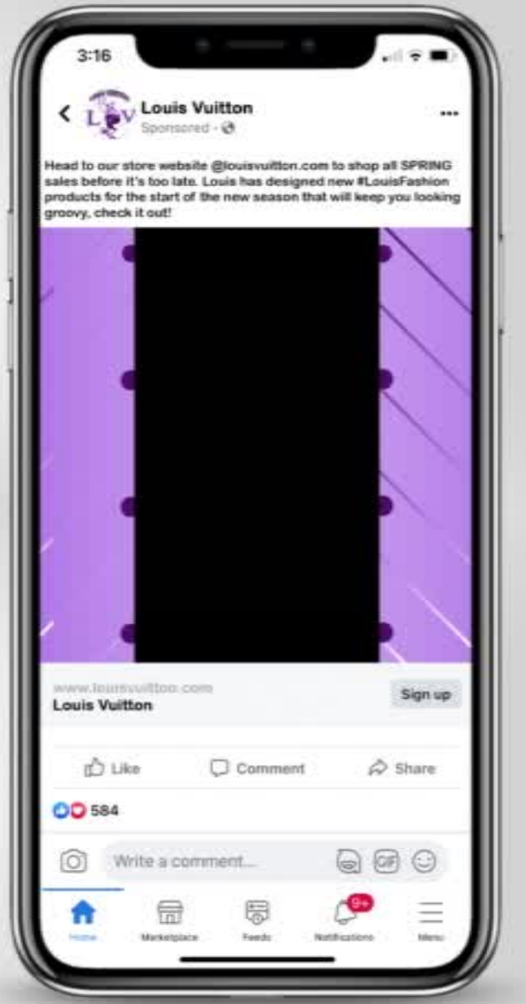
GRAPHIC



PART 3

# LOUIS VUITTON MOCK POSTS

FACEBOOK

VIDEO