



## Creative Direction & Project Management

**Project Duration:** 2–3 Months

**Project Type:** Immersive Installation — Marketing, Press & Content Strategy

**Role:** Creative Direction & Project Management (Marketing Strategy & Storytelling)

### **PACKAGE A — Full Marketing Strategy & Campaign Execution**

*(Best for artists, creatives, and organizations looking to build a strong, cohesive visual presence and show up consistently with intention.)*

This package focuses on bringing your vision to life visually, through thoughtful design, branded content, and storytelling that feels aligned, recognizable, and true to you.

#### **1. Strategic Planning & Campaign Development**

- 2–3 month marketing strategy
- Audience mapping & messaging framework
- Platform strategy & content calendar

#### **2. Press Release Creation & Media Support**

- Writing & editing polished press release
- Revisions as needed
- Media outreach to local & regional contacts
- Follow-up communication support

#### **3. Graphic Design & Campaign Assets**

- 3–4 graphics per week
- Campaign visuals, text treatments, and carousel templates
- Designed for 4–5 weeks leading up to launch & event period

#### **4. Copywriting for Campaign**

- Captions, blurbs, & event language
- Website & event listing copy
- Messaging aligned across all platforms

#### **5. On-Site Content Capture**

- Photo & video documentation
- Behind-the-scenes storytelling
- Artist & audience moments



## 6. Post-Event Content Production

- 3–5 reels
- 5–7 carousel posts
- Edited photography batch
- Wrap-up storytelling & impact language

## 7. Ongoing Project Coordination & Creative Alignment

- Project timeline oversight & deliverable tracking
- Coordination with artists, vendors, and collaborators
- Alignment of messaging, visuals, and overall creative direction
- Communication management across all moving parts
- Ongoing check-ins to maintain flow and execution
- Support during key project moments (installation, launch, event)

### **TOTAL PACKAGE A RANGE: \$3,650 – \$4,950**

This includes full creative oversight and ongoing project coordination to ensure all moving pieces remain aligned from start to finish. *(based on scope, timeline, and project needs) Custom quotes available for larger or multi-phase projects.*

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## **PACKAGE B — Essential Strategy & Content Support**

*(Best for artists and organizations who need clear direction and strong content support for a single project or event, without full-scale project management or oversight.)*

This package offers a streamlined approach to strategy, storytelling, and content creation while still ensuring your message is clear, cohesive, and ready to connect with your audience.

### **1. Condensed Marketing Strategy**

- 1 core strategy document
- Audience focus & messaging direction
- 4-week content calendar to guide rollout

### **2. Press Release (Writing Only)**

- Writing & editing of polished press release
- Final draft delivered ready for distribution
- Media outreach handled by client

### **3. Campaign Graphics (Minimal Set)**



- 1–2 graphics per week
- Designed for 4 weeks leading up to event
- Clean, cohesive visuals aligned with campaign messaging

#### **4. Limited Content Capture**

- One on-site day of photo & video capture
- Focused shot list for key moments and documentation

#### **5. Post-Event Content (Reduced)**

- 1–2 edited reels
- 2–3 carousel posts
- Content designed for recap and continued engagement

**TOTAL PACKAGE B RANGE: \$1,600 – \$2,200**

(based on scope and project needs)