

COMMUNITY TEAM

**KAI LANGLEY
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Marketing objective

We want to instill a sense of familiarity through a warm, welcoming aesthetic that makes Huntington Square an essential community hotspot.

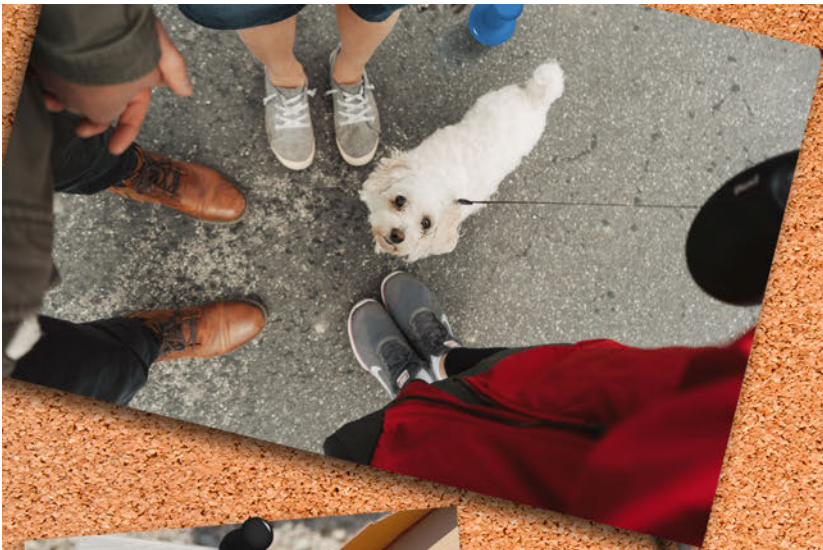
big idea

Our big idea is to visually show the inviting community of Huntington Square by applying photographs to a community corkboard, giving a sense of warmth and comfort. This answers the marketing objective by inviting the target audience to look further into this hotspot by appealing to their emotions. By connecting the businesses of Huntington Square, the target audience will see a welcoming community to join.



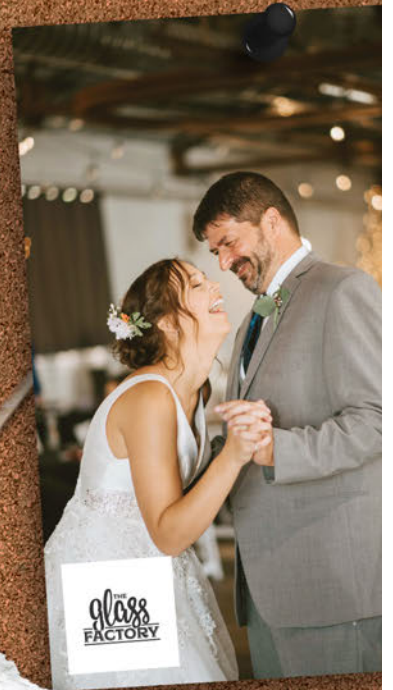
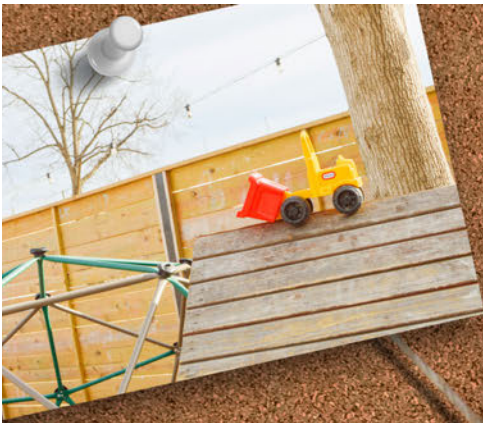
Hometown Hangout





Community comfort zone





the glass FACTORY



INTERSECT
—THREE ELEVEN—
Apartment Hotel

Local Fun For Everyone

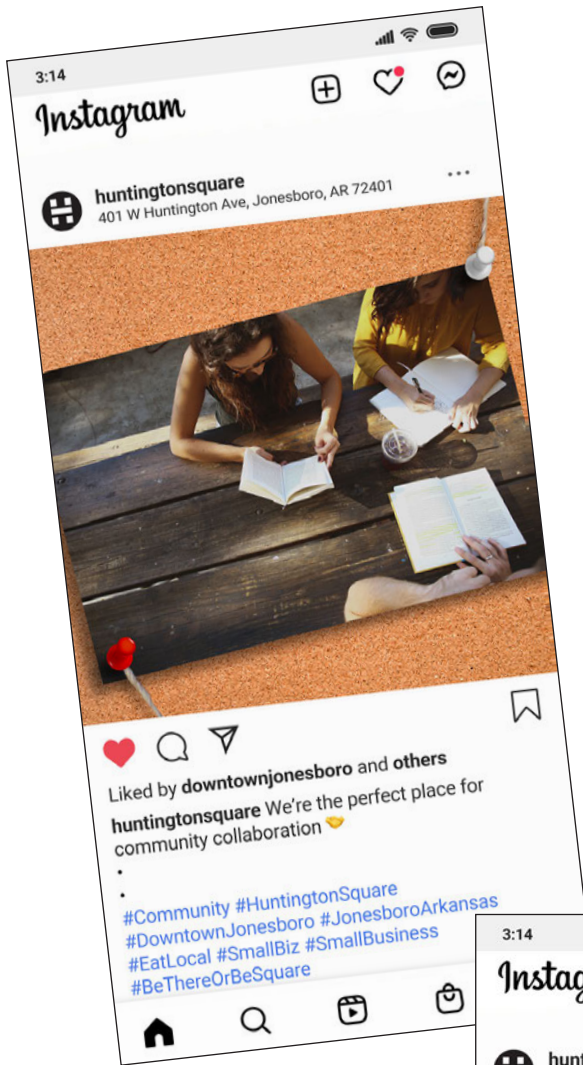


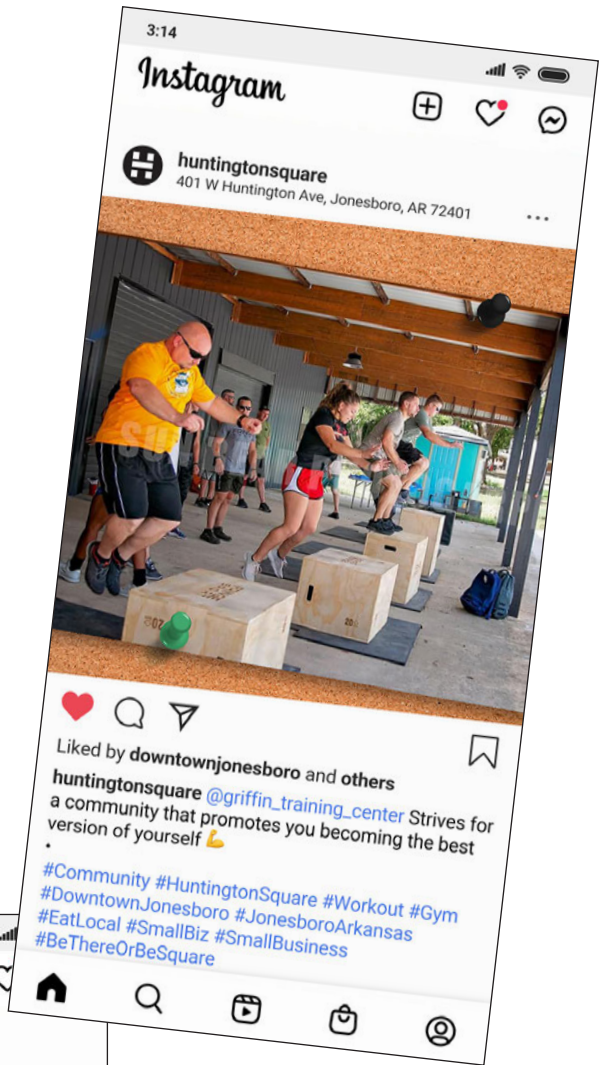

HUNTINGTON SQUARE

instagram



We expanded our big idea from print advertisements to social media using captivating captions and hashtags. These hashtags and call-outs help connect Huntington Square to the community; and the community to Huntington Square. We used the same visual type from our print ads to instill a sense of familiarity and comfort. By engaging with the target audience online, we can reach more people than through word-of-mouth or other traditional methods.





3:14

Instagram

huntingtonsquare
401 W Huntington Ave, Jonesboro, AR 72401

Liked by downtownjonesboro and others

huntingtonsquare We want to be a part of your biggest moments! Your family is our family here at #HuntingtonSquare 🥰

#Community #Wedding #Event
#DowntownJonesboro #JonesboroArkansas
#EatLocal #SmallBiz #SmallBusiness
#BeThereOrBeSquare

3:14

Instagram

huntingtonsquare
401 W Huntington Ave, Jonesboro, AR 72401

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huntingtonsquare Our community includes all members of the family 🌸

#Community #HuntingtonSquare
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3:14

Instagram

huntingtonsquare
401 W Huntington Ave, Jonesboro, AR 72401

Liked by downtownjonesboro and others

huntingtonsquare Come celebrate your next community event with us @GlassFactory311 🍷🥂

#Community #HuntingtonSquare
#DowntownJonesboro #JonesboroArkansas
#EatLocal #SmallBiz #SmallBusiness
#BeThereOrBeSquare



huntingtonsquare



753 Posts

1M Followers

23 Following

huntingtonsquare

Home of Porch:30, Camp Fire Pizza, Lolly Gourmet Popsicles, The Glass Factory, Intersect311,...

Followed by **downtownjonesboro** and **100 others**

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Message

Email



legs



Thank You

Thank you for allowing us to present our work to you. We appreciate your time and look forward to hearing from you!

Our group grants copyright of this creative material to Huntington Square; however, we would appreciate any credit if the client earns recognition for the campaign. Our team members would be pleased if either Huntington Square or The Polish Agency contacted us to retrieve digital files of work shown and/or future work with this campaign. Internships and resumé-worthy work are extremely valuable to us as we begin our careers in a competitive creative field.

Sincerely,

Kai Langley

P. Miye

S Edwards

Gavin Williams

Kai Langley, Miye Walker, Sara Edwards, & Gavin Williams