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KILOZ is a female only weight training publication designed to inspire and educate young women and help remove the stigma behind female weight training. KILOZ is all about showing real women, real bodies and bringing like-minded individuals together. I put KILOZ together to inspire and educate women while helping to empower them in gym environments and bring a group of like-minded females together.



CARBON

Carbon is a printed publication FOR young creatives BY young creatives

Here is a range of my print media copy for Carbon magazine which includes a range of feature writing and art direction.

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CARBON

THE MAGAZINE FOR YOUNG CREATIVES



Features Fashion Art & Culture Hair & Beauty Health & Wellbeing Inspire Me Creative Corner CarbonLIVE



CarbonLIVE

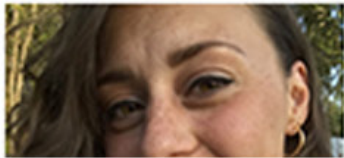
#CarbonLIVE: Meet the Team!

5 months ago

If you haven't already heard, CarbonLIVE is back for it's second year running! A new year means a whole new team and this year it's doubled in size! The bigger the team the better the events right?

CarbonLIVE is brought to you by the final year Fashion Media Students at Solent University and will be available worldwide on Instagram Live between the 23rd - 28th November 2020! We have a range of virtual masterclasses and podcasts with some exciting guests coming your way so make sure to keep your eyes peeled!

Now enough about that, it's time to see the faces behind the events you won't want to miss...



Associate Lecturer & Event Director: Hannah Eichler

"Last year's CarbonLIVE was a huge success and I am so thrilled to be embarking on the project once more. This year

Carbon on Campus Magazine



Welcome to Carbon Magazine

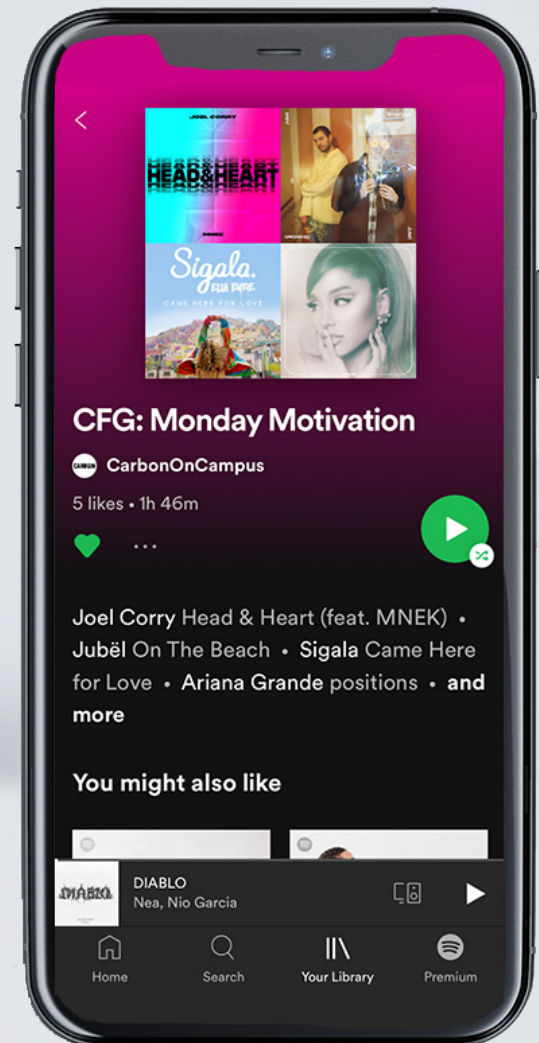
Carbon is building its reputation as being a creative and inspirational platform for young creatives.

Carbon is a brand created by the writers and designers of BA (Hons) Fashion Media at Solent University and has already earned its position as a vibrant print and digital product showcasing some of the best talent in grass roots art, fashion and culture.

Our glossy magazine is a quarterly title documenting fashion and contemporary culture with the online platform adding new and exciting ways to display great

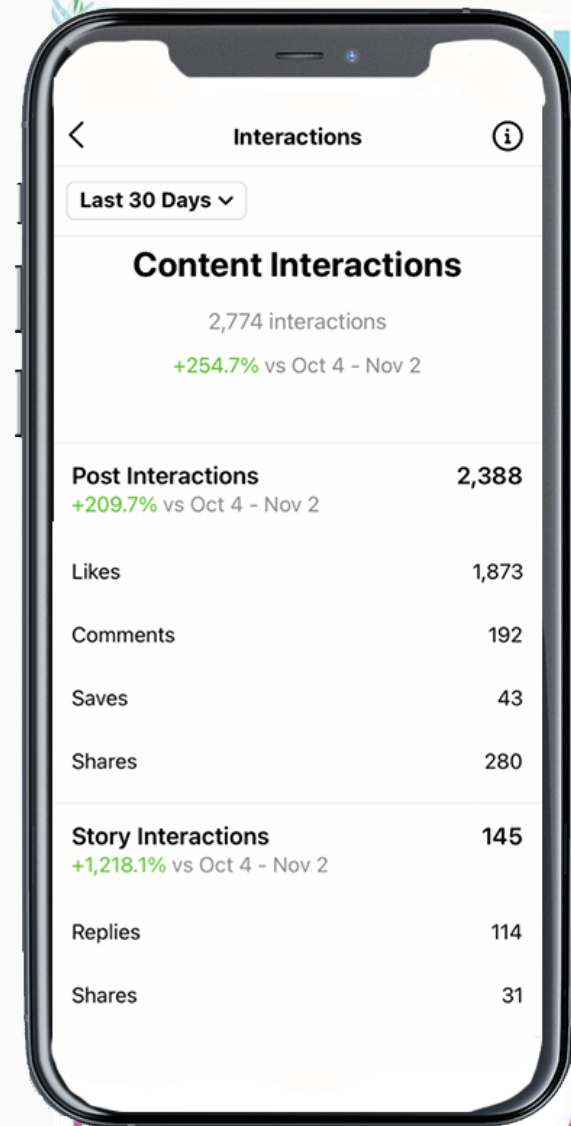
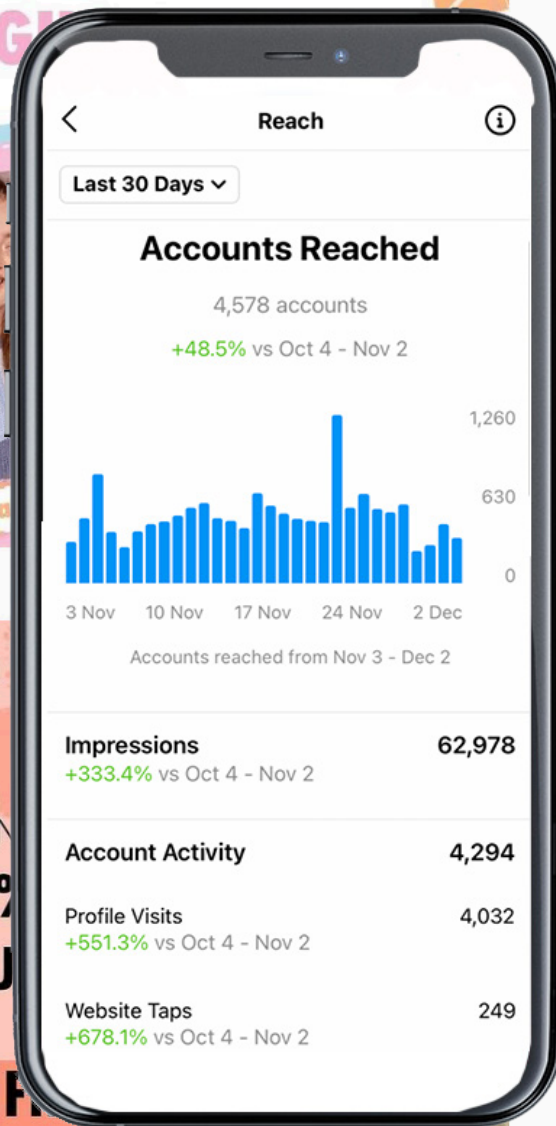
As part of the CarbonLIVE event team we created a 6 day virtual festival, Carbon's Feel Good Festival, consisting of all things wellness. I was apart of the marketing team where I put together a Spotify playlist and a series of digital articles for the Carbon website to help generate attraction and a buzz around the event.

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Digital Marketing

As part of the Carbon Feel Good Festival we generated a vast amount of traction to our Instagram account which can be seen in the analytics below.



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Carbon's Feel Good Festival - Instagram Analytics



CAMPAIGN CREATIVES

The campaign will have a range of hashtags that will go alongside the influencer content.

- #GoatInfluencerMarketing
- #GoatEssential
- #GoatLockdown
- #GoatHomeSummer
- #GoatStayShop

MELISSA

Mature Fashion

- Fashion and travel influencer
- Single, bo stylish outfit
- Luxury-looking lifestyle
- Inspiring women over 40

FEED SPECIFICS

OVERVIEW:

- 1 x post featuring ghost F&F name

IMAGE MUST:

- Fit with the influencers usual feed aesthetic
- Show creative ways to style the brand
- Images must NOT look forced, overly posed and must NOT be a full leg
- Image must be authentic and engaging to audience
- Image must be fun and enthusiastic while trying the creative
- Show ways to enjoy the summer at home during lockdown

CAPTIONS MUST INCLUDE:

- Campaign hashtags: #GoatLockdown, #GoatStayShop, #GoatHomeSummer
- Captions must NOT look too scripted and must be authentic and engaging
- Tag F&F in image and caption
- Influencers must reply to comments to increase engagement

STORY SPECIFICS

OVERVIEW:

- 1 x picture story showing F&F outfit
- 1 x video story taking about the campaign creative

STORY MUST INCLUDE:

- Items being worn in and taking through how they styled them
- Video story must talk about campaign creative and benefits
- Stories must be fun and enthusiastic
- Stories must be authentic and engaging
- Must NOT look forced or scripted

CAPTIONS MUST INCLUDE:

- Campaign hashtags: #GoatLockdown, #GoatStayShop, #GoatHomeSummer
- Tag F&F in story

DELIVERABLES

Guaranteed Minimum Influencers

Guaranteed Minimum Influencers

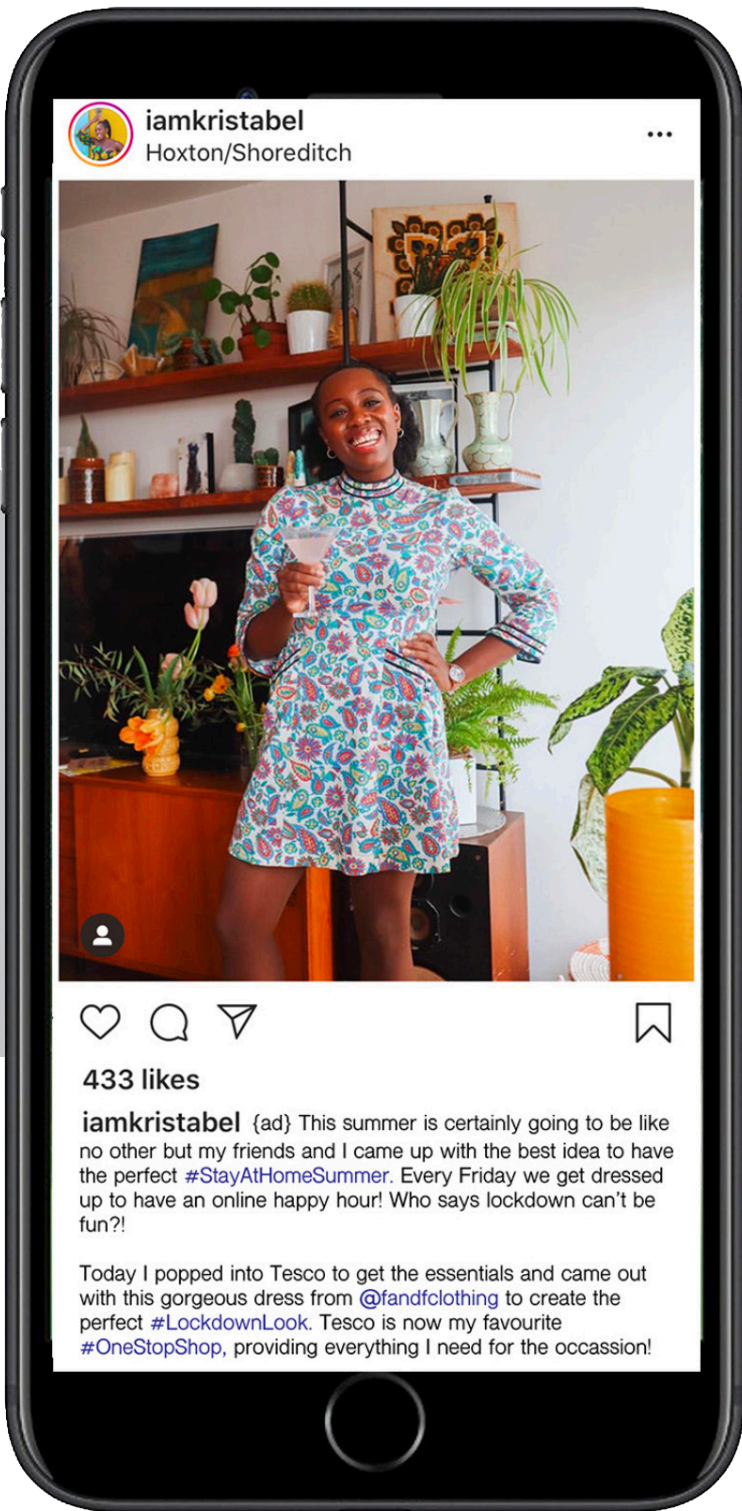
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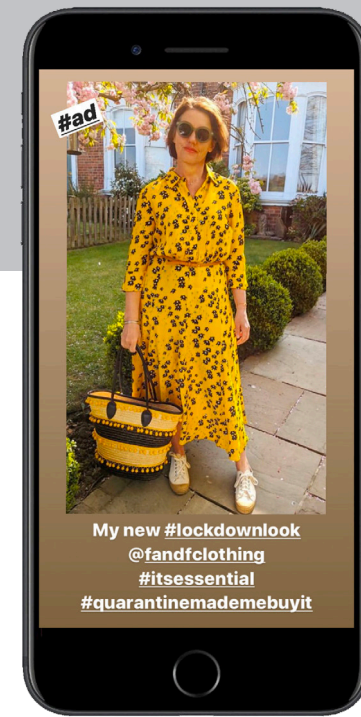
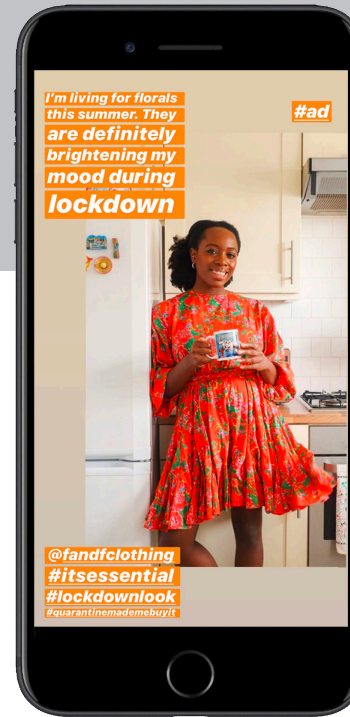
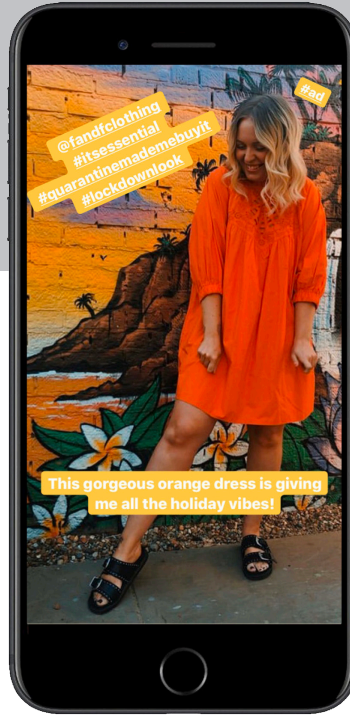
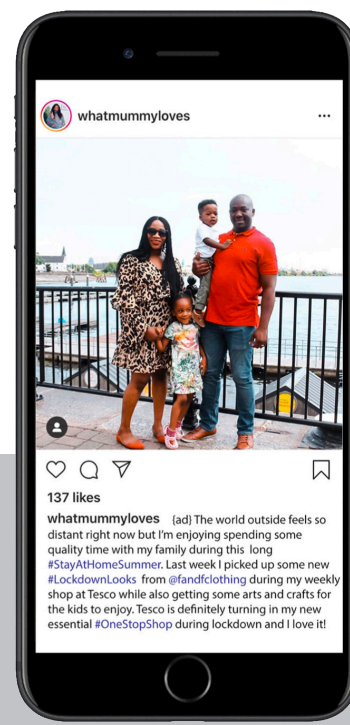
I worked on a live brief for the Goat Agency where I was tasked to create an influencer marketing strategy for F&F. The brief outlined the need to increase footfall into stores during the first lockdown in 2020. The project included creating a campaign strategy, selecting sample influencers, sample messaging and generating deliverables for the brand marketing budget.

goat x F&F

Influencer Marketing



Influencer Marketing - Sample Messaging



GAP

Blogger Collection



Campaign Developments

...the campaign can develop in many different ways. However, the most successful would be to launch a new campaign each year, featuring new bloggers and influencers. This would mean that the brand is always fresh and relevant. As the industry changes, so do the bloggers, meaning Gap would be choosing popular bloggers at the time of the launch. This would help to build the brand's reputation and create a buzz around the brand. As part of 'The Capsule Collection' will help expand and develop the campaign. It would also be produced in magazines and online. It would help build the brand and make the brand much larger, ultimately bringing in more profit for the brand. Having a regular edition of 'The Capsule Collection' will help build loyal customers and spread awareness of the brand on social media. This will help build the brand again after its lack of sales in previous years. This included the creation of a blogger capsule collection, social media strategy, sample messaging, launch event and press release.

...the reputation of the brand. The decision to launch a new campaign each year, featuring new bloggers and influencers, is a bold move. With no real drive to inspire customers, Gap is lacking the skills of a brand. As the stock is basic there is a need to engage the customers and inspire them. The new relaunch of the brand will be by many, as well as being introduced to the brand.

Proposal

The Capsule Collection is in collaboration with five of the UK's top mummy bloggers. Each have picked their favourite piece from the Gap Spring/Summer '19 collection, creating the perfect capsule wardrobe. The collection will be displayed on a wall at the front of all Gap stores to catch the attention of the customers. The bloggers involved in the launch are:

Sarah - thismamalife (37.4k)
Jess - jessicaaveyuk (20.4k)
Lucie - lucieandthebump (33.3k)
Katie - katie_ellison (67.7k)
Kate - katebowbow (121k)

These five upcoming bloggers are suitable for the launch as they are relatable to the Gap customer. Using macro influencers instead would make the collaboration feel forced and unrealistic. It is also proven that micro influencers have stronger and more frequent engagement from their audiences. Therefore, we have decided the five bloggers picked are the perfect fit for the collection due to their audience, content and overall view on fashion and motherhood. The women can inspire our customers to chose Gap for basics and encourage them to style their favourite pieces in new and exciting ways. The overall goal for the collection is to bring in a range of new customers from each bloggers audience, as well as encouraging old customers to rethink and re-love the brand.



Where there was a white background (on Sarah and Lucie's images) a navy/black font has been used to compliment the outfits and to make the words stand out. Overall, the design is clean and simple with the focus being on the imagery and the bloggers. All five campaign images will be used to promote the collection in many different ways. They will be used on the Gap social media accounts, as well as each of the bloggers personal social media accounts, along with being shown on the Gap homepage (website) and on large posters in Gap stores worldwide. This will encourage maximum views and inspire many to buy into the collection.

Campaign Images



Due to the launch featuring five bloggers, there was a need for five campaign images to show off each piece in the collection. Using a lifestyle shot (of the bloggers wearing the items they picked) gives the campaign a more realistic look. As the bloggers showcase their lives online, this style of imagery was much more suited to the campaign, rather than editorial shots. Using the Gap logo with the name of the collection underneath of the collection underlines the brand and helps customers to easily identify the brand and the collection shown. To finish, the name of the blogger and her key item has been added to make it clear what the campaign/image is about. Using a white logo and font gives the collection an elegant and feminine feel.

Social Media Strategy

To help create a buzz around the new collection there will be regular posts on different social media channels. As the collection involves five bloggers they will each be posting on their own social media accounts, along with their blogs and YouTube channels. This will help to engage a wider audience and encourage the collection to be viewed and loved by a wider range of people. Gap will also be posting on their social media channels and on the website homepage to catch the eye of the current Gap market. Each blogger will post about their own pieces but will mention working with the other bloggers to make people aware of the other pieces in the collection (see example). However, Gap will be posting about all the pieces in the collection. The bloggers will post Instagram stories on the channel. This will help create a buzz and excitement around the collection and will bring in a whole new audience to the Gap Instagram account. For a month after the launch, Gap and the bloggers will post frequently (see content calendar) to help spread the news and encourage people to buy from the collection.

There will also be a competition for people to win the pieces from the collection. This will involve following Gap and all the bloggers on Instagram and tagging a friend to win and why. They will also need to write a review of the collection and a hashtag for each blogger. The winners will be chosen by Gap and the bloggers. The competition will be open for a month after the launch.



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The Capsule Collection is picked their favourite piece from the wardrobe. The collection will be displayed on a wall at the front of all Gap stores to catch the attention of the customers.

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1st April 2019

GAP

FOR IMMEDIATE RELEASE

The Capsule Collection

Gap have collaborated with the UK's top mummy bloggers to bring to you a capsule wardrobe collection. #gapxbloggers



Gap have teamed up with Sarah (thismamalife), Lucie (lucieandthebump), Katie (katie_ellison), Kate (katebowbow) and Jess (jessicaaveyuk) to bring to you its first capsule collection. Each blogger has chosen their favourite item from the new Gap range to help mums stay fashionable.

Sarah (37.4k followers) - "I'm super excited to be working with Gap, as it is one of my favourite brands. I have chosen a simple jumpsuit, as my go-to item, as it allows me to be comfortable throughout the day but also stylish in the evening."

Lucie (33.3k followers) - "I have chosen a classic stripe top as my top pick, as I wear them most days. I find them super cute and the quality of Gap's tops allows me to stay stylish while being a mum to deaf child."

Katie (67.7k followers) - "Mom jeans are my go-to essential all year round. As I am a family travel and lifestyle blogger, I am always on the move so need something that allows me to stay chic while travelling."

Kate (121k followers) - "I find midi skirts so stylish but also so easy to throw on while looking after my two boys. You can style them up with heels or keep it casual with converse or ballet pumps."

Jess (20.4k followers) - "Being a travel and wellness blogger I am all about the comfort. Of course I had to choose the stylish yoga pant to get me through a health and fitness related day."

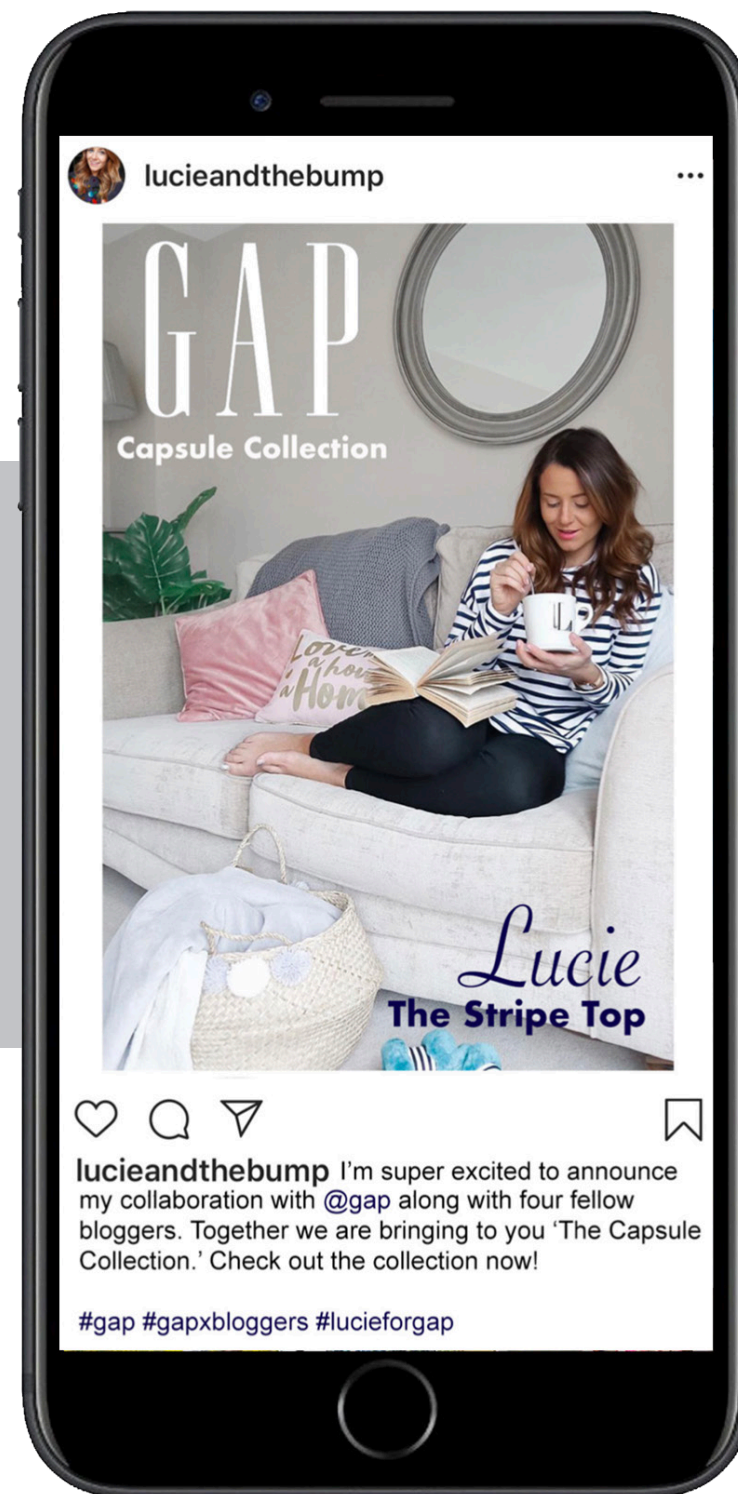
All pieces from the collection are available in a range of colour ways and in sizes XS to XL, including maternity. The price for the capsule collection ranges from £25-£65. The collaboration will be available at Gap stores worldwide and on the Gap website. The capsule collection is available from 1st June 2019.

"We are excited to be teaming up with five of the UK's top bloggers to bring to you our first capsule wardrobe collection. Not only will it inspire you to restyle your Gap basics but also invest in our new rebooted brand." - Neil Fiske, President and CEO at Gap.

GAP first opened its doors in San Francisco (1969) by Doris and Don Fisher. The brand was created to make it easier for young people to find jeans that fit, as a result of their own struggles. Today there is currently 775 Gap stores worldwide.

PR Manager: ilana_grossmark@gap.com

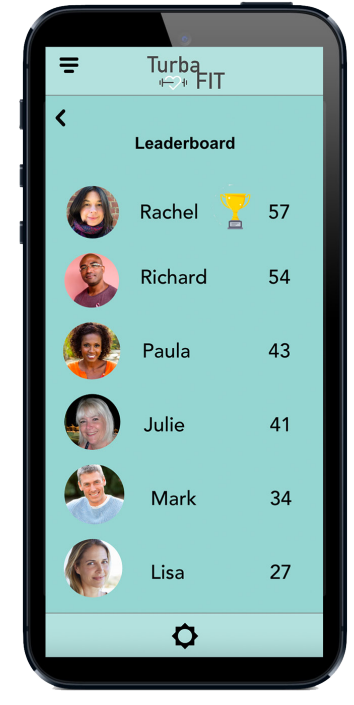
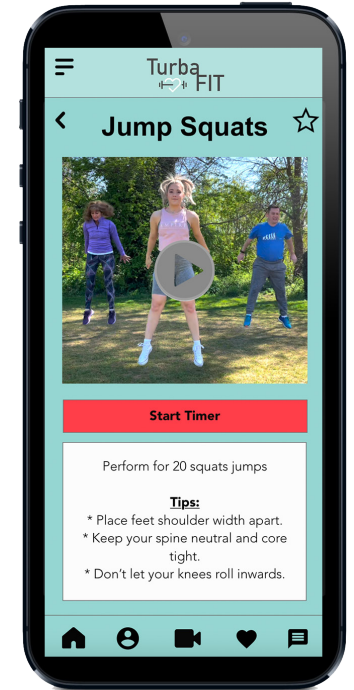
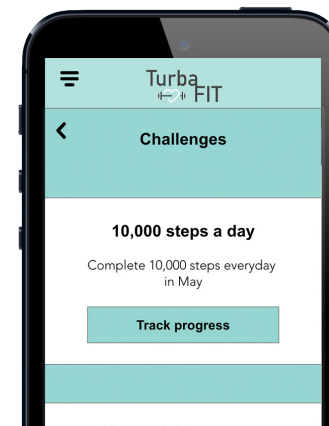
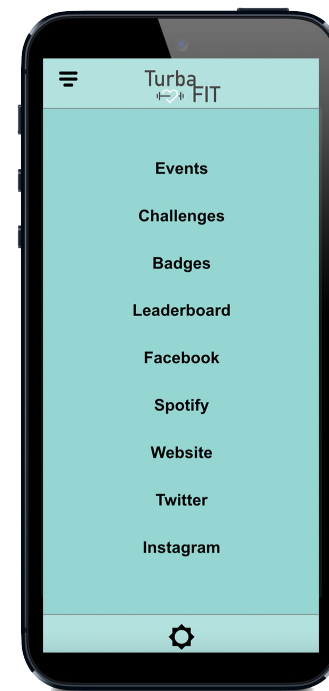
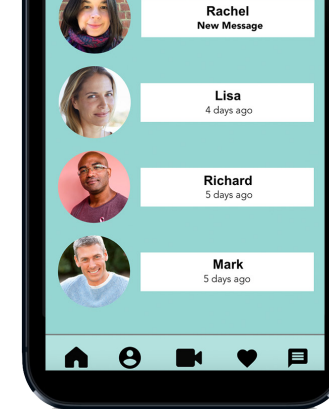
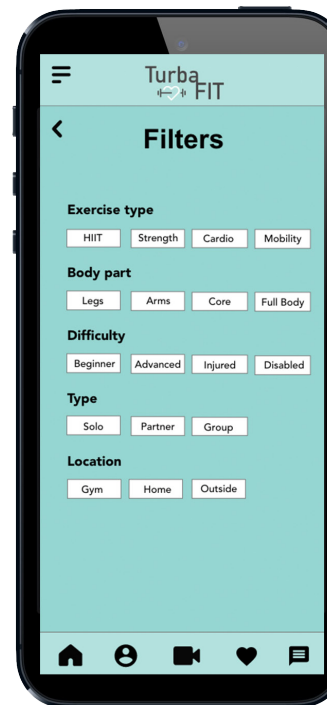
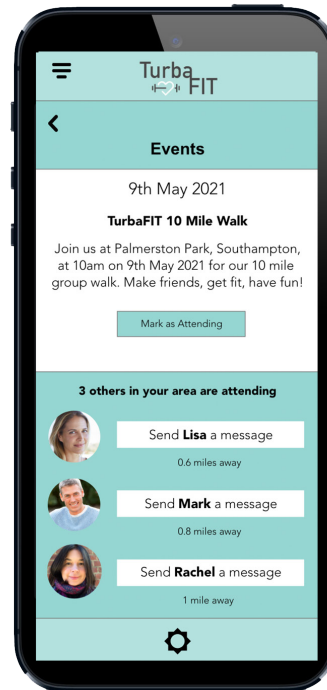
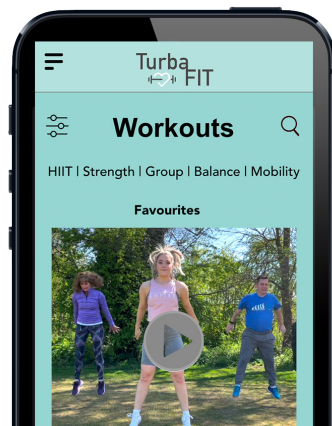
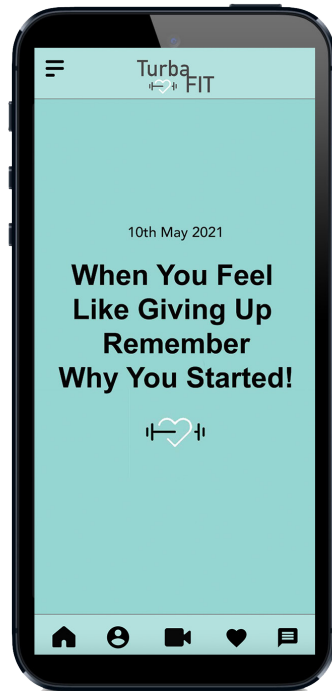
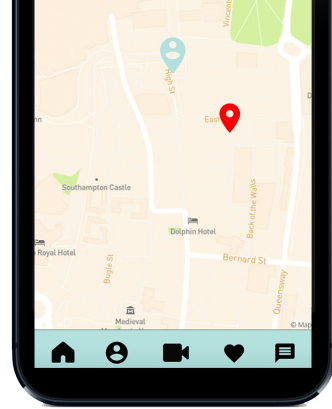
Blogger Sample Messaging



TurbaFIT was developed as part of my FMP. It is the UK's first community based fitness app for the Gen-X and Baby Boomer demographics. TurbaFIT was designed to help fight loneliness and isolation after the Coronavirus pandemic and bring everyone together after they have spent too much time apart. TurbaFIT is more than just a fitness app, it allows its users to build new friendships, attend events with other members, unlock rewards for being active and participate in challenges.

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TurbaFIT





Traditional Marketing

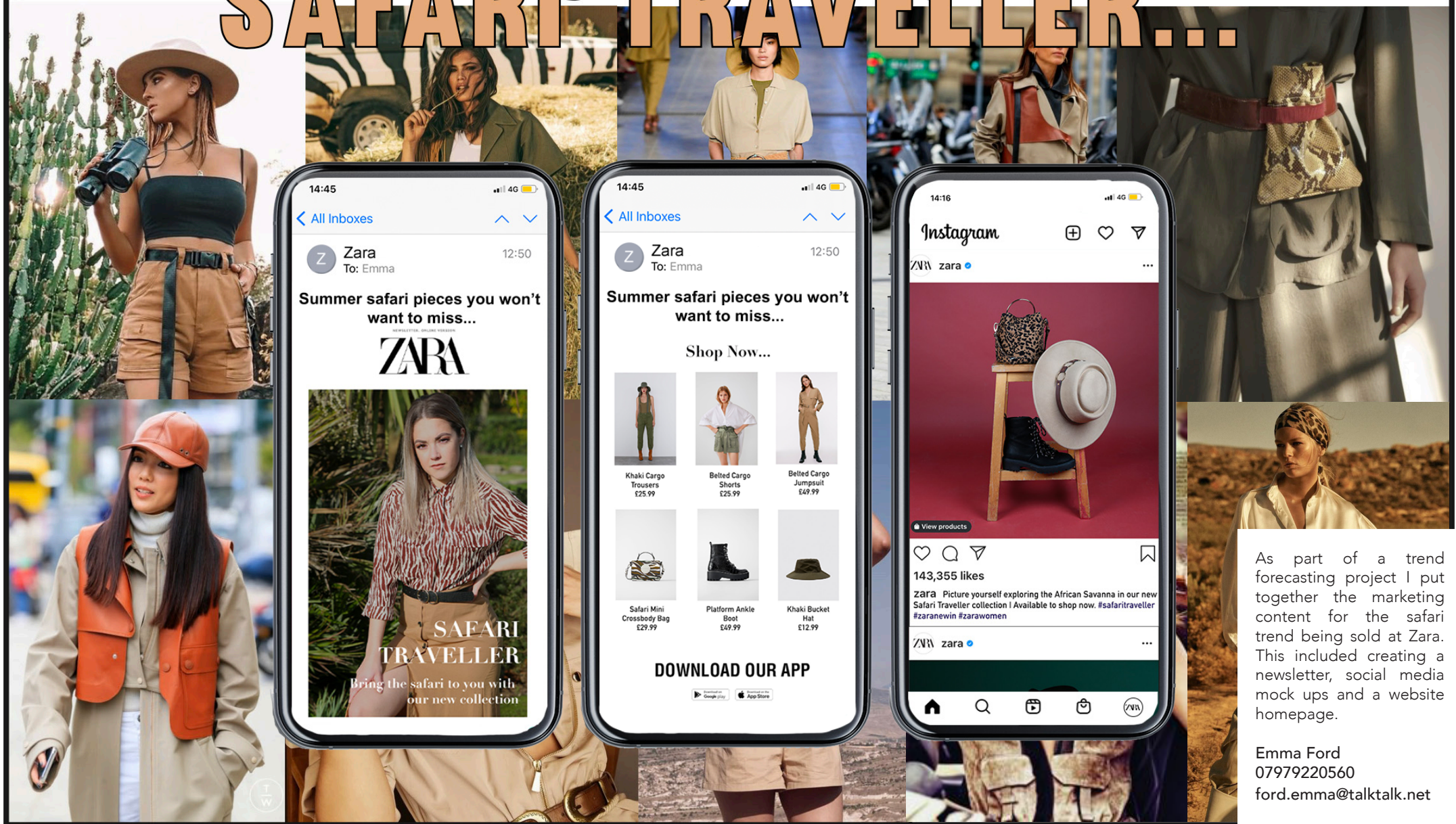
As part of the marketing strategy for the TurbaFIT launch I put together a range of traditional advertisements including a magazine advert in the free supermarket magazines and a bus shelter poster. Both marketing avenues are targeting the Gen-X and Baby Boomer demographics in their prime locations to ensure they are engaging with the content while encouraging them to download the app. Both adverts have a QR code that will take you straight to the app store to download the app to ensure the app is easily accessible, even for the older generations (who are now aware of QR codes due to the pandemic).

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MICRO TREND

SAFARI TRAVELLER...



As part of a trend forecasting project I put together the marketing content for the safari trend being sold at Zara. This included creating a newsletter, social media mock ups and a website homepage.

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STYLING TIPS

Of course looking good starts with picking the right pieces but ultimately it comes down to the way you choose to style them. Here are a few tips to get you started...

1. Keep it simple...

Of course we all love to play around with fashion but keeping it simple will give you the most effective outfits. Keep lines clean, colours neutral and accessories minimal to create a chic and sophisticated outfits.

2. Add a belt around the waist...

By simply adding a belt around the waist when wearing skirts and dresses will give the outfit more shape, show off your figure and add a finishing touch to the look.

3. Try mixing textures...

If you want to look chic but also hate boring outfits then try adding texture. By adding knits, faux fur, or PVC to an outfit will help bring it to life.

4. Scrunch up your sleeves...

If you have got any long sleeve jackets you want to add a more chilled vibe, scrunching up your sleeves will give you a more relaxed and cool while still keeping a structured tailored look.

5. Roll your cuffs and trouser hems...

By rolling the ends of sleeves or trouser hems will give an effortless touch to an outfit. It will make your outfit more polished and will accentuate your legs. It will also elongate your arms and legs and pull the whole outfit together.

6. Always accessorize...

By adding accessories to an outfit helps finish it off and adds another element. By simply adding jewellery, a hat or even just a chic bag will complete your look. However, don't go too overboard or it will distract from your actual outfit.

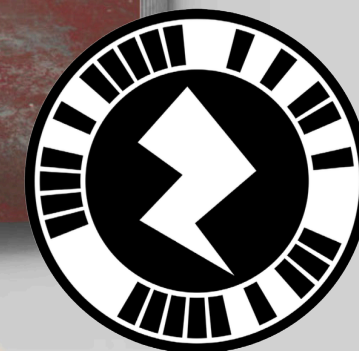
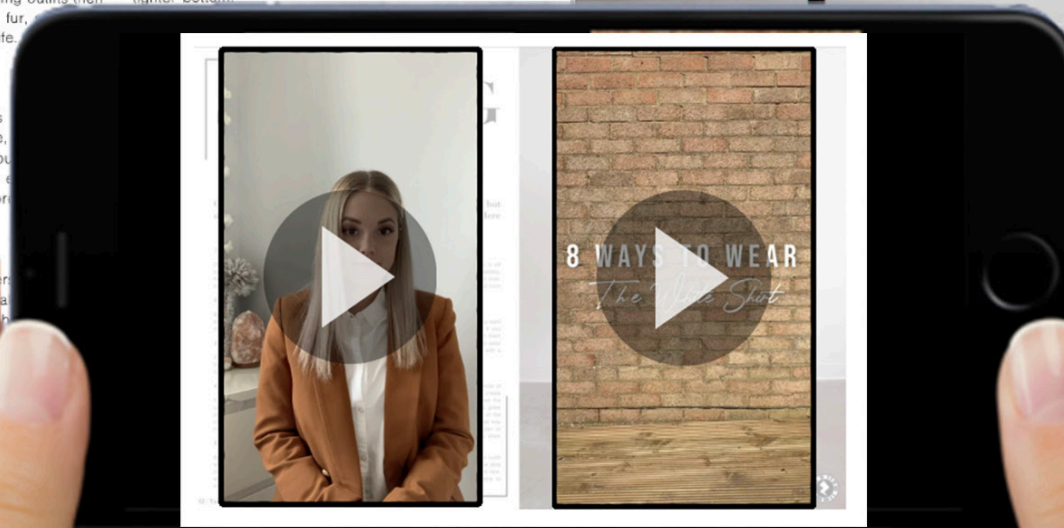
7. Always balance out your outfit...

To keep your outfit looking chic and flattering you want to make sure it is well balanced. For instance, if you are wanting to wear a wide leg trouser then pair them with a tight top. On the other hand, if you want to wear a loose fitting top or straight jacket then pair it with a tighter bottom.



To include added content to my own publication, Tailor, I created a range of augmented reality aspects throughout the magazine. One example is two styling videos that go alongside the styling tips page. The AR elements were created on Zapper.

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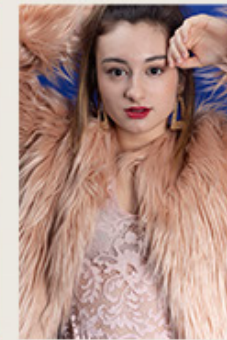
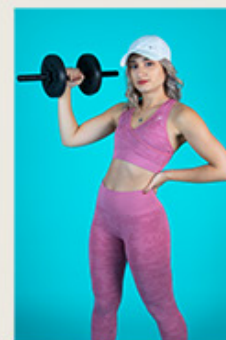
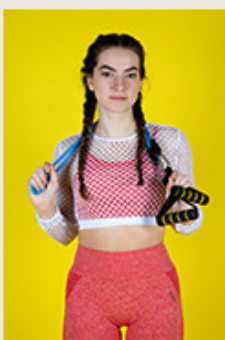
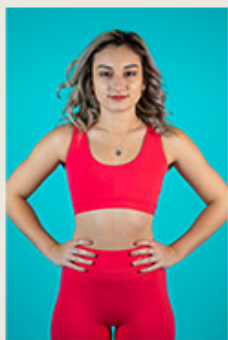
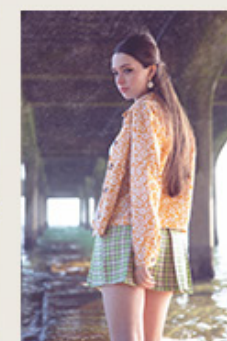
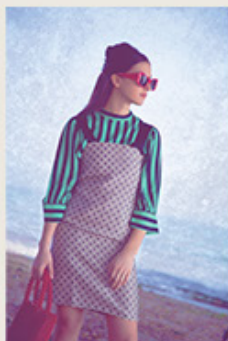
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Emma Ford / Content Creator

[ABOUT ME](#) [CV](#) [PROJECTS](#) [CONTACT](#)

■ Photography & Styling



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Here is a few of my styling & photography content made for a range of purposes including social media, website design, print publications and digital media.

30th April 2021

SPOTLIGHT

Holly H x Superdrug

Superdrug is proud to announce its collaboration with TikTok star Holly H, with the launch of the Spotlight collection.

Launching in June 2021, the Spotlight collection consists of 6 makeup products for the eyes and cheeks. This summer collection will be sold exclusive in Superdrug stores across the UK until September 2021. With the theme of pop, party & disco, this collection has everything you need to get the party started this summer.

Head of Marketing Gemma Mason comments:

"This collection is so fun and colourful and a great way to bring young Superdrug shoppers together for the summer. After the UK lockdown everyone wants to just go out and have fun and this collection definitely does that."

TikTok Star Holly H comments:

"I'm so excited for the launch of the Spotlight collection. Every item fits so well with my love of pop music and will definitely get you ready for the summer we are all waiting for."

About Superdrug

Superdrug is one of the largest leading health and beauty retailers in the UK, with over 830 stores across the United Kingdom and the Republic of Ireland. Our purpose is to be the best for everyday and accessible beauty. We are totally committed to bringing innovation and the latest styles and trends to the high street at fantastic prices.

About Holly

Holly H is a 24 year old British TikTok influencer who began her social media rise to fame at the age of 18 where she built a strong following on Vine before later moving over to TikTok. With 16.5 million TikTok followers and 1.4 million Instagram followers she is inspiring many online. Holly's content includes lip sync videos and TikTok dances, and she has created her own iconic makeup look online which includes: bold eyeliner, big lashes and fun hairstyles; all inspiring the Holly H x Superdrug collaboration.

www.superdrug.com
[@Superdrug](https://www.instagram.com/OfficialSuperdrug)
[#InTheSpotlight](https://www.tiktok.com/@hollyh)

Bus Shelter Poster



As part of a collaboration pitch I was part of a small group that put together a collection with Superdrug and TikTok star Holly H. The collection is aimed at young Gen-Z's that have a love for TikTok and social media. As part of the promotion I put together a press release and a bus shelter poster to advertise the collection.