

## **Project Scope of Work : Creating an Instagram AD**

### **Introduction**

Joe Fresh, founded by Canadian designer Joe Mimran, delivers stylish, affordable clothing that's easily accessible at Loblaws and Real Canadian Superstore. Known for its vibrant colours and trendy designs, the brand brings fashion to everyday life. This campaign aims to create a fun, eye-catching Instagram ad that captures attention while staying true to Joe Fresh's lively, approachable identity.

### **Project Scope**

The project scope for this Instagram ad campaign is to develop a fun, vibrant concept that reflects Joe Fresh's playful, stylish brand identity. The ad will be designed for optimal performance on both Instagram Feed and Stories, adhering to platform specifications such as image size and duration. This approach ensures maximum engagement while reflecting the brand's aesthetic across different viewing experiences.

### **Deliverables**

- The deliverable will include a professional photographic ad that enhances the concept by featuring a carefully selected or enhanced background and design elements around the model.
- It will use subtle shapes, text and vibrant colours to reflect Joe Fresh, while ensuring the design remains polished and tasteful, avoiding an overly busy or cluttered look.
- The end product would be an engaging, visually appealing image that aligns with the brand's playful yet refined style for optimal platform engagement.

### **Project acceptance criteria**

- The project will be accepted when the design includes a model placed centrally, ensuring enough space for copy or an extended background to accommodate text.
- Clear typography with Joe Fresh logo included subtly but prominently.
- The ad promotes Joe Fresh well visually, and final deliverables meeting all requirements before sending it professional standards for approval.

### **Project exclusions**

- Project exclusions include the use of excessive text, overly intricate backgrounds, or designs that could distract from the main message and product.
- The ad will avoid any elements that don't align with Joe Fresh's signature style, ensuring it remains clean, fresh, and easy to engage with.
- This ensures the ad feels authentic and consistent with Joe Fresh's overall look and values, maintaining a balance between creativity and brand integrity.

### **Project constraints**

- The project constraints include a fixed timeline for completion, which requires meeting specific deadlines for each stage.
- The design must align with Instagram's specifications for size, resolution, and format, limiting how the visuals can be presented. These constraints need to be managed to ensure the project stays on track.

#### **References :**

<https://www.joefresh.com/ca>

<https://concrete.ca/projects/joe-fresh>

<https://rgd.ca/hiring-designers/award-winners/2024-in-house-awards-winners/own-your-spring-campaign>

<http://www.jasonlosser.com/joe-fresh-49>