



Appleseed Country Fair

Rebranding Proposal

North Central Massachusetts Chamber of Commerce

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Problem Statement

*“This year marks the 7th Annual Appleseed Country Fair. This fair is set up as the kickstart to the fall season in North Central Massachusetts, with handcrafted vendors, live music, tractor pulling championships, and much much more! Located at Red Apple Farm in Phillipston, MA, The Appleseed Country Fair draws in 8,000 - 10,000 people a year from across southern New England over the course of Labor Day Weekend (8/31, 9/1, 9/2). We are looking to rebrand our Appleseed Country Fair with a fresher look, and to market the rebrand with either a brand new landing page on www.VisitNorthCentral.com, or its own micro-site, as well as increasing its awareness and attendance through other media platforms.
Budget: \$20,000”*

Executive Summary

Since 2012, the Appleseed Country Fair, located in Phillipston, MA has provided a fair every year on Labor Day weekend for the past seven years to kick start the fall season. The fair welcomes people of all ages to experience the exciting festivities they provide at the farm. Appleseed Country Fair offers over 40 vendors for guests who attend. Their current goals comprise of the following:

- Rebrand the fair with a fresh and modern look, while still maintaining its country roots.
- Create a new landing page on www.VisitNorthCentral.com.
- Increase awareness and attendance through social media platforms.
- Redesign the existing logo.

These goals demonstrate a clear understanding that with rebranding the Appleseed Country Fair, more people will feel engaged to attend the event.

The Appleseed Country Fair strives to deliver an enjoyable and welcoming environment to anyone who would like to attend. By providing the fair that kick starts the fall, Appleseed Country Fair strives to bring together Central Mass as a community, especially the Greater Fitchburg area.

The main target audience for the Appleseed Country Fair is families with younger children. The fair is a family friendly event with a warm and welcoming atmosphere, perfect to bring children to. Despite their main target audience being families with younger children, the event is open to all ages. From craft beer to fun and entertaining activities for children, there is something for everyone to enjoy at the Appleseed Country Fair. The opportunity to visit the Appleseed Country Fair makes known to guest that by attending the event they are not only bonding with family and friends over fun fall festivities, but also contributing to non profit associations at the same time.

Executive Summary (cont.)

The Appleseed Country Fair is the ideal fair to attend on Labor Day weekend in Central, Mass. Attending the event is very affordable, as admission is \$10 per car load, and visitors can pick and choose what they spend their money on once they enter the fairgrounds. With the providing of more than 40 vendors to choose from, Appleseed Country Fair provides something for all ages. The fair does not have a specific target audience, as they promote the event to anyone who may have an interest in attending. However, the majority of attendance for the fair is families with young children, looking for some fun and affordable entertainment on Labor Day weekend.

With a budget of \$20,000 given by the client, our team will be working to construct the rebranding of Appleseed Country Fair. Throughout the process, our team will work to redesign the logo, create a landing page for the event that will be located on www.VisitNorthCentral.com, as well as increase the visitation rate of the event by promoting it on numerous media platforms.

To ensure Appleseed Country Fair will stand out with the new rebranding, a redesigned logo will be created from the current logo. The new brand will reflect on a more modern feel, while still keeping the country roots of the fair. This will require a new landing page on the Visit North Central Mass website, as well as a fresh adapted look to the fair itself. Posters will be designed and created to enhance the rebranding. With the permission of the nearby schools, we wish to install flyers in the local schools, to interest children in attending. A billboard will also be added in the local area to catch the attention of viewers nearby. Digital designs will also be implemented such as social media posts. This will include new logos and new advertising techniques for the event. The fair will also be given new social media accounts, which will be separate from the Visit

Executive Summary (cont.)

North Central Mass umbrella.

Our team will take multiple steps into creating a fresher look for Appleseed Country Fair. The first attribute will be redesigning the existing logo the fair uses to promote the event. A new color pallet will also be added to the logo to enhance the feel of a modern look.

With our group creating a new landing page for the event, visitors will have an easier way to access important information about the fair. While on the landing page, viewers, will have the opportunity to see a map of the fair and all activities offered, a link to buy their event tickets online as well a contact form if they have any questions involving the fair. The page will also display icons for all media platforms affiliated with Appleseed Country Fair.

Social media platforms including Facebook, Instagram, and Twitter will all be updated with the new logo. On these interactive media sites, users will be able to easily check for updates on the event, as well as including pictures from past years to display what the fall fair is all about. A link to the landing page will be added on all media platforms. Highlights will also be added on Instagram to clearly display organized information to users interested in attending. These highlights will include; About, Activities, and FAQ.

NE Marketing Staff



As a sophomore studying Professional Communications at Fitchburg State University Bria Arseneault, is familiar with social media software such as Instagram, Twitter, and YouTube. She also has experience in photo editing software such as PicMonkey, Photoshop, and the video editing software iMovie. She also has an interest in photography and in working on social media for a company in the future. She is dedicated to her martial arts journey to become a 3rd degree black belt and is a member of the Dance Club at the university as well.



Mark Ramos is a junior in the Professional Communications program at Fitchburg State University. After spending nine years in the United States Army he has gained the skills and professionalism required to accurately communicate with his team and potential clients on any and all concerns that may arise. He loves solving problems and strives to ensure that all of the needs of the team and clients are met in a meaningful and mutually beneficial way.

NE Design Staff



Kathryn Bromley is a junior at Fitchburg State University, she is currently studying Film and Video Production and Professional Communication. She is familiar with organizing and writing for various projects because of her experience producing films in the film and video department at the school. She is familiar with the Adobe Creative Cloud as well as editing software, such as Avid Media Composer. She has an interest in interactive media and cannot wait to see what she will learn from working on this project.



Mike Gauthier is a junior in the Game Design program at Fitchburg State University. He is familiar with writing due to his time in Massasoit's Commonwealth Honors program. Mike has experience in game engines such as Unity, Unreal Engine, and CryEngine as well as coding language C++. This experience with creating fun and interactive environments coupled with writing are the skills he wishes to bring to the project.

NE Design Staff



As a sophomore here at Fitchburg State University Sophia Laperle has been studying Communications Media with a concentration in Professional Communications, and minor in professional writing. During her time at the University, she has gained experience with Adobe Creative Cloud. Recently, she worked with the Fitchburg Art Museum with creating a marketing and media plan for the museum. She also has experience in creating and designing websites for clients.



As a junior in the Game Design program at Fitchburg State University, Brendan Winston shall be the lead graphic designer of the team. He is proficient in 2D graphic design tools like Adobe Photoshop and 3D software such as Autodesk's Maya and 3DS Max; together with knowledge on how these elements behave in a game environment. He also has limited web design experience with HTML and the web design tool Dreamweaver; along with some editing experience in Adobe Premiere. He is eager to put his skills to the test with this project.

Market and Competitive Analysis

The Appleseed Country Fair is a family-oriented fair that kicks off the fall season. The fair is early into the fall season, which is a comfortable spot for them since the bigger fairs, such as the Bolton Fair and the Big E Fair are in mid to late September. The fair is not an event for competition, but to bring families together and have fun before summer ends. The dates for the bigger fairs do not overlap with the Appleseed Country Fair, but there is a sense of competition because families could wait for the bigger fairs to come around. The Appleseed Country Fair is at an advantage where the fair is held a month before the larger fairs because the marketing for the Appleseed Country Fair can be promoted before the other fairs have even thought about it. With the landing page the team is designing, the Appleseed Country Fair will have a head start on marketing the events they will have, they can preview the events before they arrive, and the audience will also have an idea of what the fair will be like if they have not attended before. The rebranding of the fair and also the landing page will get the audience excited for the fair and will give the fair a new look.

Personas

Busy Mom



Background:

Amy Smith is a 35 year old married mother of two young children. She is a teacher at a local elementary school in Bolton, Ma. Amy is originally from Florida and has only lived in the Greater Fitchburg Area in the last five years. She is very interested in fall festivities, as she never has the opportunity to experience a true fall season before her move. She is always looking for new and exciting family friendly events to attend with her husband and children. Amy and her family are constantly on the move, as they are a very active family.

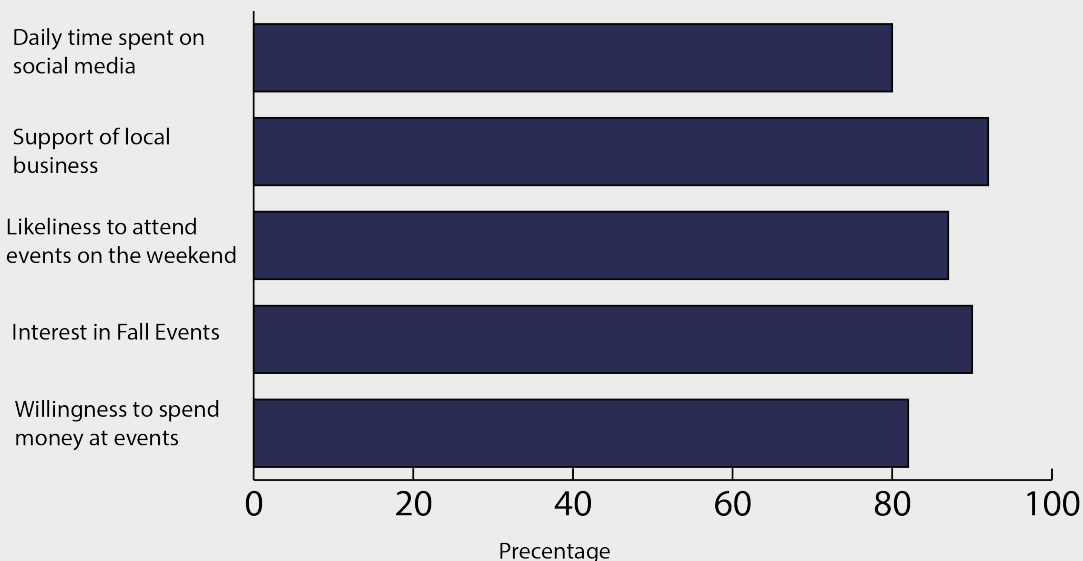
Concerns:

How much does an average family spend at the fair?

Are there activities for all age groups?

Is parking convenient?

Busy Mom



Personas (cont.)

Young Child



Background:

Jack Cole is a seven year old who attends Mckay Elementary School. He lives in Fitchburg with his parents and two sisters. He participates in soccer and baseball. His favorite subject in school is science and in his free time he loves to play outside with his friends and his dog Macy. He loves making new friends in any friendly environment, as he is very outgoing. Jack loves to stay active, as he would rather play outside than with video games. He has an obsession with Cider donuts as they are one of his favorite things about the fall season.

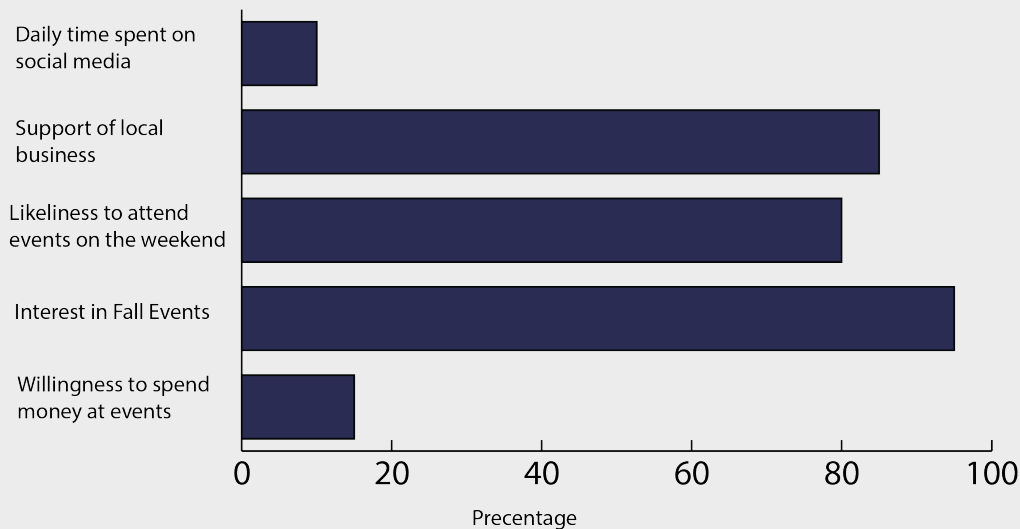
Concerns:

What type of kid friendly activities does the fair have?

Do any of the activities have age requirements?

Are there any petting animals?

Young Child



Treatment

New England Marketing and Design seeks to work with the North Central Massachusetts Chamber of Commerce (NCMCC) to rebrand the Appleseed Country Fair. We hope to work closely with NCMCC to rebrand the Fair with a modern look that maintains the same old country feel. They also want to be able to have their own landing page, so more people can learn about the fair as a whole. In order to achieve this my group will be creating a brand new landing page on the Visit North Central Mass website. Our team wishes to work with NCMCC to advance their investment on this website and we would like to utilize that as much as possible. Our goal is to make this landing page the best it can be without overshadowing the Visit North Central Mass page. We will pay close attention to the already existing page to ensure it stays consistent. It will start with the homepage explaining what the fair is about and when it is. Then it will have buttons to bring the user to the 'Attending the Fair', 'About us', and 'Activities' pages. There will also be areas to view the schedule of the fair as well as how to contact who runs the fair and ask them questions. The screen will not be cluttered nor too full of white space and will have the sponsor's logos at the bottom of the homepage. We also want any information about the fair to be on this landing page so there is no confusion for the user. Our main goal is getting the word out to families with young children, to achieve this we want to make the landing page very user friendly so that anyone will be able to access and navigate it.

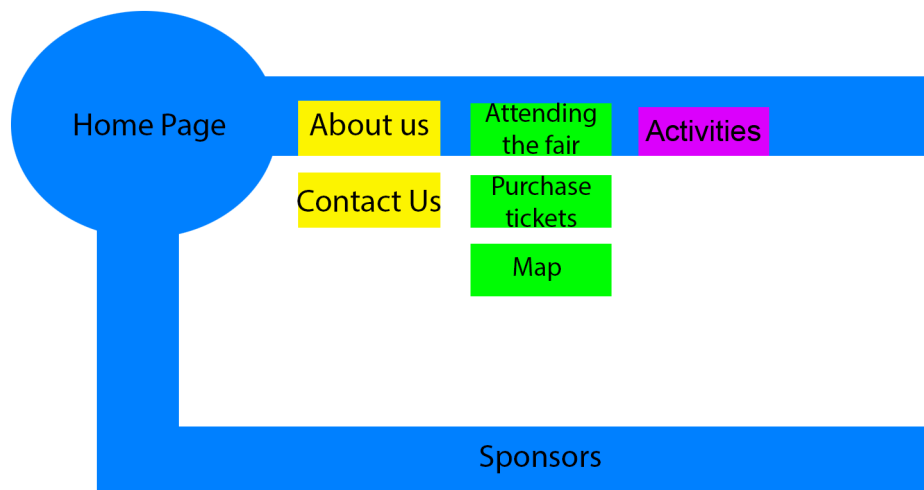
Treatment

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Social media platforms including Facebook, Instagram, and Twitter will all be updated with the new logo. On these interactive media sites, users will be able to easily check for updates on the event, as well as including pictures from past years to display what the fall fair is all about. A link to the landing page will be added on all media platforms. Highlights will also be added on Instagram to clearly display organized information to users interested in attending. These highlights will include; About, Activities, and FAQ.

Sitemap



Wireframe



Wireframe



ascfair

Edit Profile



0 posts

0 followers

0 following

Appleseed Country Fair

www.visitnorthcentral.com

POSTS

IGTV

SAVED

TAGGED

Home Moments Notifications Messages



Search Twitter



Tweet

Appleseed Country Fair



Lists
0

Moments
0

Edit profile

Appleseed Country Fair

@ASCFair

Family-friendly fair to kick off the fall season! Come on down August 31 through September 1

Phillipston, MA

Joined April 2019

Send your first Tweet

We've got your first Tweet ready to go. The hashtag #myfirstTweet will help others find and chat with you.



Appleseed Country Fair @ASCFair

Just setting up my Twitter.

#myfirstTweet

Tweet

Trends for you - Change

Giants

222K Tweets

Haskins

90.1K Tweets

Daniel Jones

75.3K Tweets

John Havlicek

The basketball world mourns the death of

Page Inbox Notifications Insights Publishing To... Ad Center More

Settings Help



Appleseed Country Fair

@ASCFair

Home

Posts

Reviews

See more

Promote

Manage Promotions

Appleseed Country Fair

Like Follow Share

+ Add a Button

Create Post Live Event Offer

Write a post...

Photo/Video Get Messages Feeling/Activ...

No Rating Yet

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2019

Appleseed Country Fair

Wireframe

Applesed County Fair

Home About Us The Fair Activities

Red Apple Farm Applesed County FAIR Red Apple Farm

CrossFit 696 MA MASSACHUSETTS
massvacation.com

Padula Brothers

MOON HILL BREWING COMPANY
at the GARDNER ALE HOUSE


Red Apple Farm

NEWW PACKAGING & DISPLAY
EST 1834

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Wireframe



Appleseed Country Fair

[Home](#) [About Us](#) [The Fair](#) [Activities](#)

Attending The Fair



I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

This is a great space to write long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors. Make your company stand out and show your visitors who you are.

Buy Your Ticket

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

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Eventbrite

Schedule

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

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Map



Wireframe

Applesseed Country Fair

[Home](#) [About Us](#) [The Fair](#) [Activities](#)

Activities



I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

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Kid Friendly



I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me to add your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

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[f](#) [t](#) [@](#)

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Wireframe



Wireframe



Join us on Labor Day Weekend
Live Music, Food Trucks, Human Tractor Pull and more!
Red Apple Farm
455 Highland Av., Phillipston, MA



visit appleseed.org for more information

Sponsored by:



MASSACHUSETTS
massvacation.com

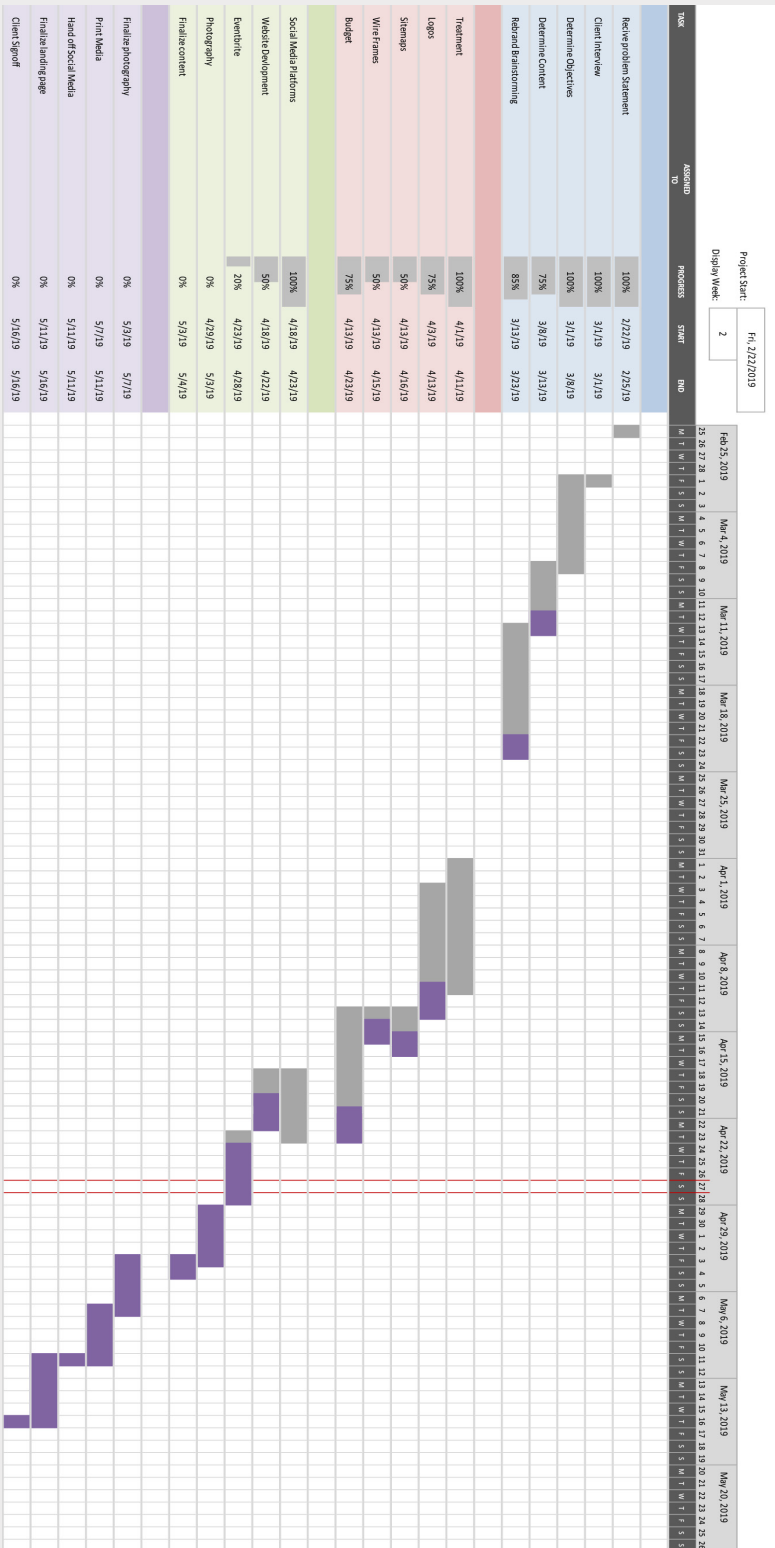


Timeline

The project schedule is going to be about four months long to complete everything for the rebrand. There will be about two months of planning all aspects of the project. Then development will be the other two months leading up to the client sign off. In order to do this project effectively everything will need to be done on schedule and to the top standard of this team. Once something on this timeline is done it can be handed off to the personal who will be running it for the North Central Massachusetts Chamber of Commerce. Once the client has signed off the whole project will be handed over.

Recive problem Statement	100%	2/22/19	2/25/19
Client Interview	100%	3/1/19	3/1/19
Determine Objectives	100%	3/1/19	3/8/19
Determine Content	75%	3/8/19	3/13/19
Rebrand Brainstorming	85%	3/13/19	3/23/19
Treatment	100%	4/1/19	4/11/19
Logos	75%	4/3/19	4/13/19
Sitemaps	50%	4/13/19	4/16/19
Wire Frames	50%	4/13/19	4/15/19
Budget	75%	4/13/19	4/23/19
mple phase title block			
Social Media Platforms	100%	4/18/19	4/23/19
Website Development	50%	4/18/19	4/22/19
Eventbrite	20%	4/23/19	4/28/19
Photography	0%	4/29/19	5/3/19
Finalize content	0%	5/3/19	5/4/19
mple phase title block			
Finalize photography	0%	5/3/19	5/7/19
Print Media	0%	5/7/19	5/11/19
Hand off Social Media	0%	5/11/19	5/11/19
Finalize landing page	0%	5/11/19	5/16/19
Client Signoff	0%	5/16/19	5/16/19

Timeline



Budget

There is a budget of \$20,000 for this project. The most significant portion of this budget will be allocated to various forms of advertising that will be instrumental and increasing the public awareness of the Appleseed Country Fair. The first thing that should be done is hiring a market researcher. Once The market research is completed the next step will be to hire a web designer and a photographer. Once the photographer is finished acquiring the necessary photos it will then go to the web designer so that they can start the development of the landing page based off the required information from the market researcher. Then Hire a social media advertising firm to help promote the Appleseed Country Fair at least two months prior to the upcoming event. Also, included in the budget is a monthly Wix website subscription. It is also recommended that you take advantage of at least three billboards, stationary or mobile, in the larger populated areas in the county. The billboards will get people's attention in a way that social media advertising will not. Lastly printed flyers to post up In the surrounding schools and parks. The more children to see them the more likely they are to ask their parents to take them.

Budget

Item	Cost/ Hours	Cost
Web Designer	\$60.00/ 35 hours	\$2,100.00
Market Researcher	\$30.00/ 40 hours	\$1,200.00
Photographer	\$150.00/ 2 hours	\$300.00
Social Media Advertising	\$4,000/ 2 months	\$8,000.00
Billboards	\$2,300/ 3 Billboards	\$6,900.00
Printed Flyers	\$00.15/ 1000 copies	\$150.00
Wix Website Plan	\$11.00/ per month (1 yr)	\$132.00

Total Cost : \$18,782

Client Saves: \$1,218

Limitations

New England Marketing and Design is highly qualified to complete the rebranding of the Appleseed Country Fair. Our team is filled with talented individuals with strong command of their skills and will be able to fulfill all the needs of our client. However, numerous limitations may occur in the process of completing the project. New England Marketing and Design will have to reach out to a non-member of the team to help create the most suitable logo for the Appleseed Country Fair. Due to our team's capability with graphics we will have to hire a professional graphic designer in order to create the perfect logo to complete the rebranding. Also, as our team does have limited amount of web design experience, we insist on hiring a web designer to help our team put the finishing touches to the new landing page for Appleseed Country Fair. Using these professional outside resources, we will have the opportunity to create a solid and immensely strong project to implement the needs for the Appleseed Country Fair

Sign off

We, North Central Massachusetts Chambers of Commerce hereby accept and give full permission to New England Marketing and Design to construct the rebranding of the Appleseed Country Fair. New England Marketing and Design must stay within the guidelines and rules while creating the rebrand for the fair, but have free range of making the necessary alterations needed to make Appleseed Country Fair the top and leading Fall fair in the Central Massachusetts region.

As the client, we will provide New England Marketing and Design with a total budget of \$20,000 in order to execute the proper rebranding needed for the event. To ensure the project is finished on time, we vow to always have payments on time, as well as any due dates required on our end to meet. We will also give assistance on important decisions crucial for the rebranding of the Appleseed Country Fair.

After assessing the rebranding proposal for the Appleseed Country Fair, we trust New England Marketing and Design in furthering the project with their provided objectives and goals. We believe everyone on the team is capable in contributing key factors to ensure the best possible outcome for the rebranding of the Appleseed Country Fair.

Sign off

David Ginisi
Marketing & Communications Manger
North Central Massachusetts Chambers of Commerce

