

CREATIVE AGENCY
PERSPECTIVE

PRESENTATION BY LILY RUNDLE



PERSONAL INTRO, SKILLS&PREVIOUS PROJECTS

Hello there, my name is Lily Rundle.

With a BA degree in Fashion Media and Promotion, my expertise blossom in areas such as visual communication, creative direction and PR event launching.

Love creating launch parties / events for brands or for solo creators such as the innovation for industry project with Zandra Rhodes. Also enjoyed taking charge organising an IGTV: where I was the creative director, stylist, editor



Creative content

Production

Styling

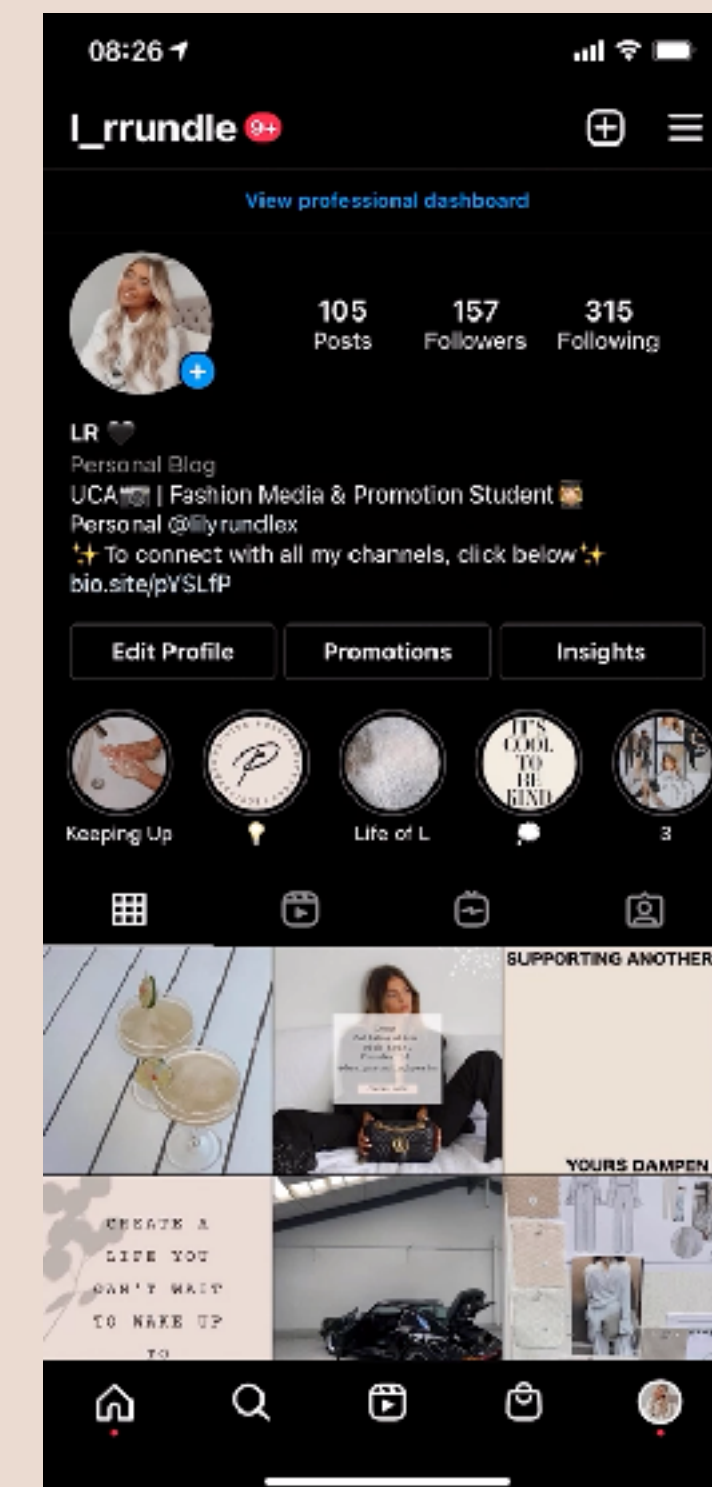
Mood boards / Visual communication

Social media profile building

Interior

Creative direction

Editing



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MY PROJECT

Perspective

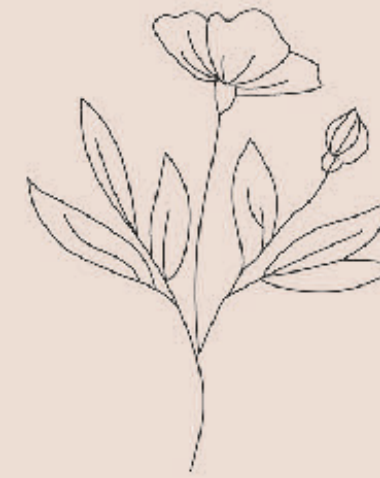
/pər'spektɪv/

noun.

a particular attitude toward something; a way of thinking about something synonym viewpoint a global perspective Recent events seem less serious when put into an international perspective.

see also: point of view, angle, attitude, view, frame of mind

- Branding my business as Perspective Creative Agency.
- A Creative content producer
- Visual communication producer
- PR and blog design agency
- Market small business brands on content + visual communication for blog design and PR Packages, and related services.
- Client: Elsabelle UK
- Create social media content for Elsabelle UK and Perspective Creative Agency
- Blog content design to launch on Elsabelle UK website and post on Perspective Creative Agency



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- Designs blog content for ambitious *female-founders* & small business brands
- Increase their product purchase, personal brand awareness & revenue, and own their voice.
- Perspective Creative Agency prides itself on being a fun, interactive and trustworthy company. Who want to work with like minded creative and ambitious brand owners.



INSPIRATION

ITS IN OUR JEANS

ITS BABES DENIM TAKEOVER

ITS IN OUR JEANS

SEEKERS
FROM TWO SISTERS,
TO ANOTHER

WHAT TO WEAR TO A BBQ?

Make the most of the Rule of 6, with BE you and your bestie. Discover outfit ideas for every weather eventuality.

TEAM ZOELLA MARCH 21, 2021

Weekly Wants: Spring Home Interiors Refresh

Spring embodies all things fresh, inspiring and new, making it the perfect time to make subtle changes to your environment with the help of greenery, light soft furnishings and all things pastel everything.

GLOWING SKIN IS ALWAYS IN

BUT FIRST
FREE MASK

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BRAND SWOT

Strengths

- A way to help brands showcase their personalities
- Strong brand values
- Affordability & value for price
- Aesthetic and current
- Social media is always evolving but going back to basics is never out of style

Opportunities

- Social media and brand awareness on platforms are ever evolving. Staying consistent with this is testing - so why not have a link to the basics. To prefer to read and see things the brands produce / sell, recommend and visuals.
- What makes this brand different to what these small businesses cant do themselves? = the opportunity to understand what is out there that is current and fun for audiences and takes work load off small business owners hands / priorities.

Threats

- It is something on most brands you have to hunt for
- Doesn't secure that it'll bring more traffic necessarily
- Not the priority of most to all brands
- What makes this brand different to what these small businesses cant do themselves?

Weakness

- Still building a following
- Gaining more clients to help showcase trust, acknowledgment and worth
- Pandemic and restrictions with this





CLIENT PROFILE

Name: Daisy

Age: 20

Gender: Female

Location: UK, Brighton

Occupation: created her own small business skincare company

Hobbies: Has a passion for fashion - loves taking pictures for her personal instagram account and has her own YouTube account with her sister Millie

Lifestyle: Lives with her boyfriend in their flat by the seafront. Working at home or in her office during the week - her skincare brand and filming with her sister for their joint YouTube channel over the weekend.

Music: 80s all day everyday. But Daisy's favourite singer at the moment is Jojia Smith.

Style: Lace, Faux Leather jackets, Beige, Pink, are the main colours in her wardrobe.

Main Apps: YouTube, Instagram, Tumblr, Pinterest and Etsy.

Brand Values

Care

Creation

Sustainable

Friendly

Dependability

Reliability

@imogenjersey

Brand Personality

Aesthetic

Accessible

Personal

Inclusive

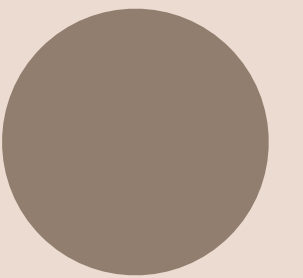
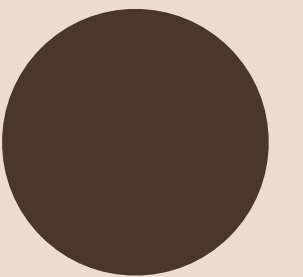
Friendly

Current

Fun

Inspirational

Creative



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LIST OF OUTCOMES:

-  PERSPECTIVE CREATIVE AGENCY WEBSITE
-  PERSPECTIVE CREATIVE AGENCY INSTAGRAM & TIKTOK
-  PERSPECTIVE CREATIVE AGENCY MARKET REPORT SERVICE CASE STUDY
-  BEHIND THE SCENES VIDEO ON YOUTUBE FOR PERSPECTIVE CREATIVE AGENCY
-  ELSABELLE UK BLOG CONTENT DESIGN
-  ELSABELLE UK SOCIAL MEDIA CONTENT POSTS



@mondaythestudio

PERSPECTIVE CREATIVE TEAM



Client Collaboration

Eleanor founded her own fashion brand over May lockdown 2020. I asked to collaborate as part of the final major project.



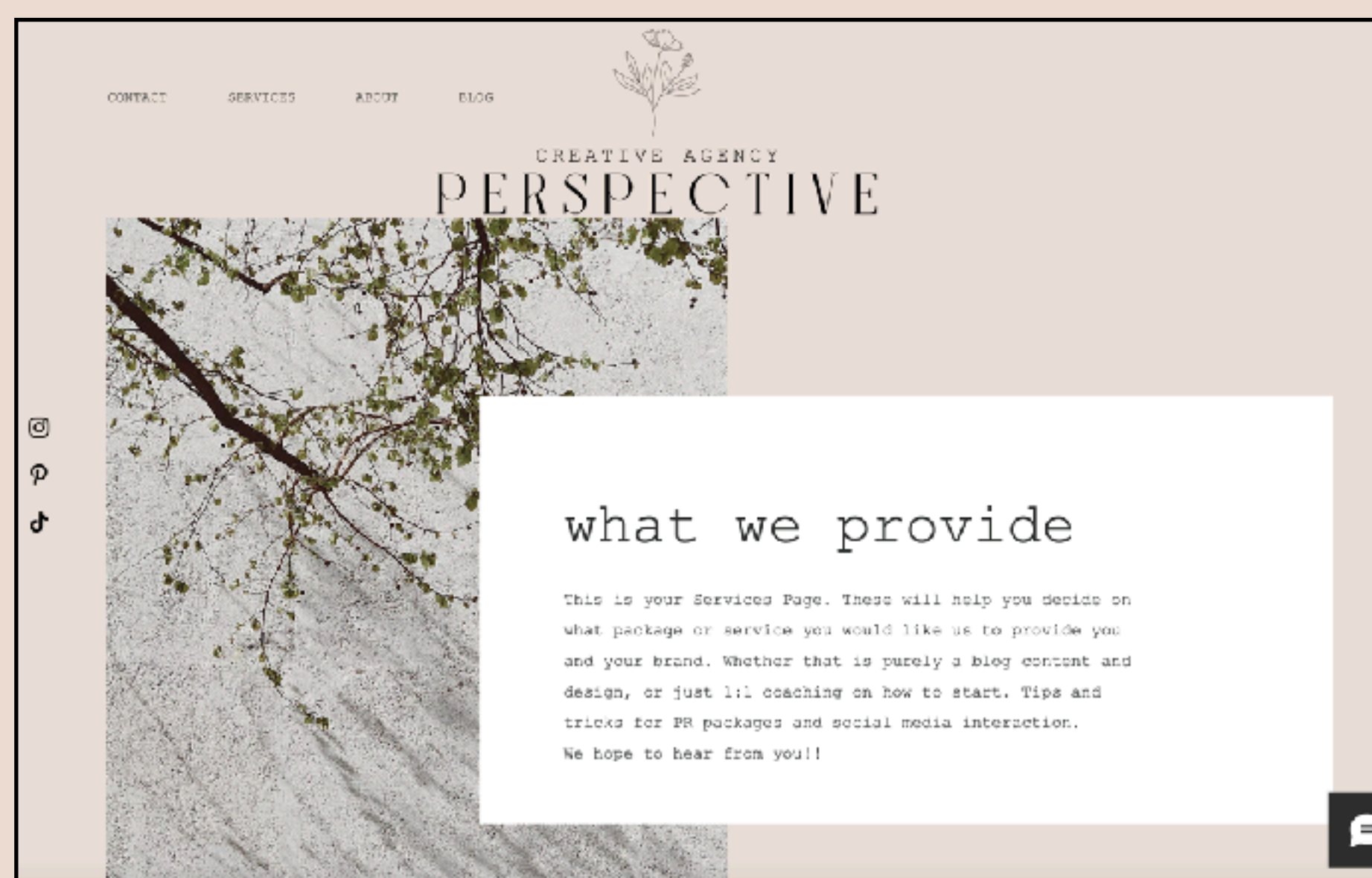
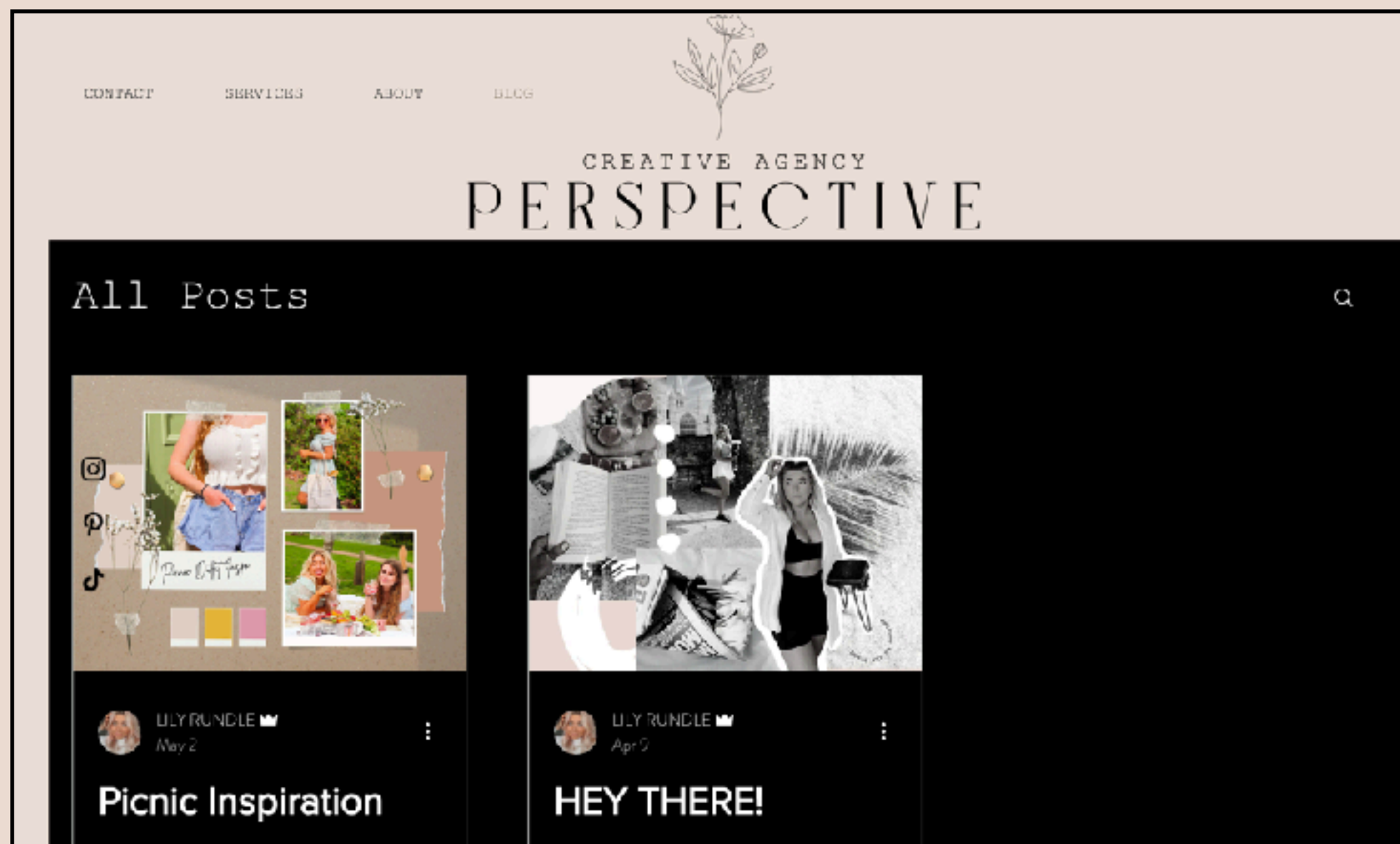
Logo Designer

Erin collaborated with me on designing my brands logo. Proving my brands colour palette background and also transparent.

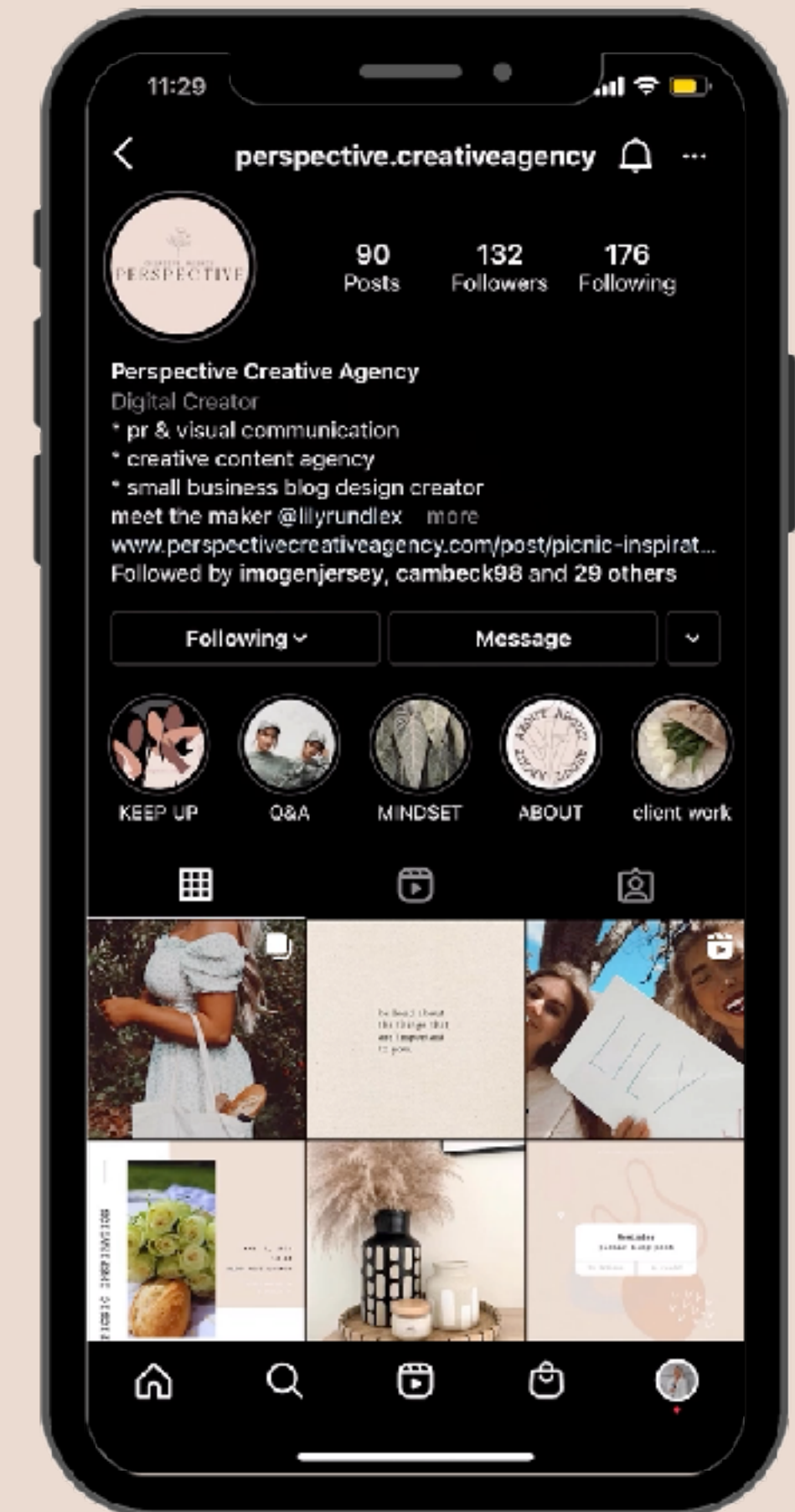


Photographer

Libby collaborated with me as my blog content freelance photographer and image editor.



PERSPECTIVE CREATIVE AGENCY INSTAGRAM



TIKTOK & INSTAGRAM TRAILER FOR PERSPECTIVE CREATIVE AGENCY

A trailer to promote the Youtube video
showcasing on both social media platforms

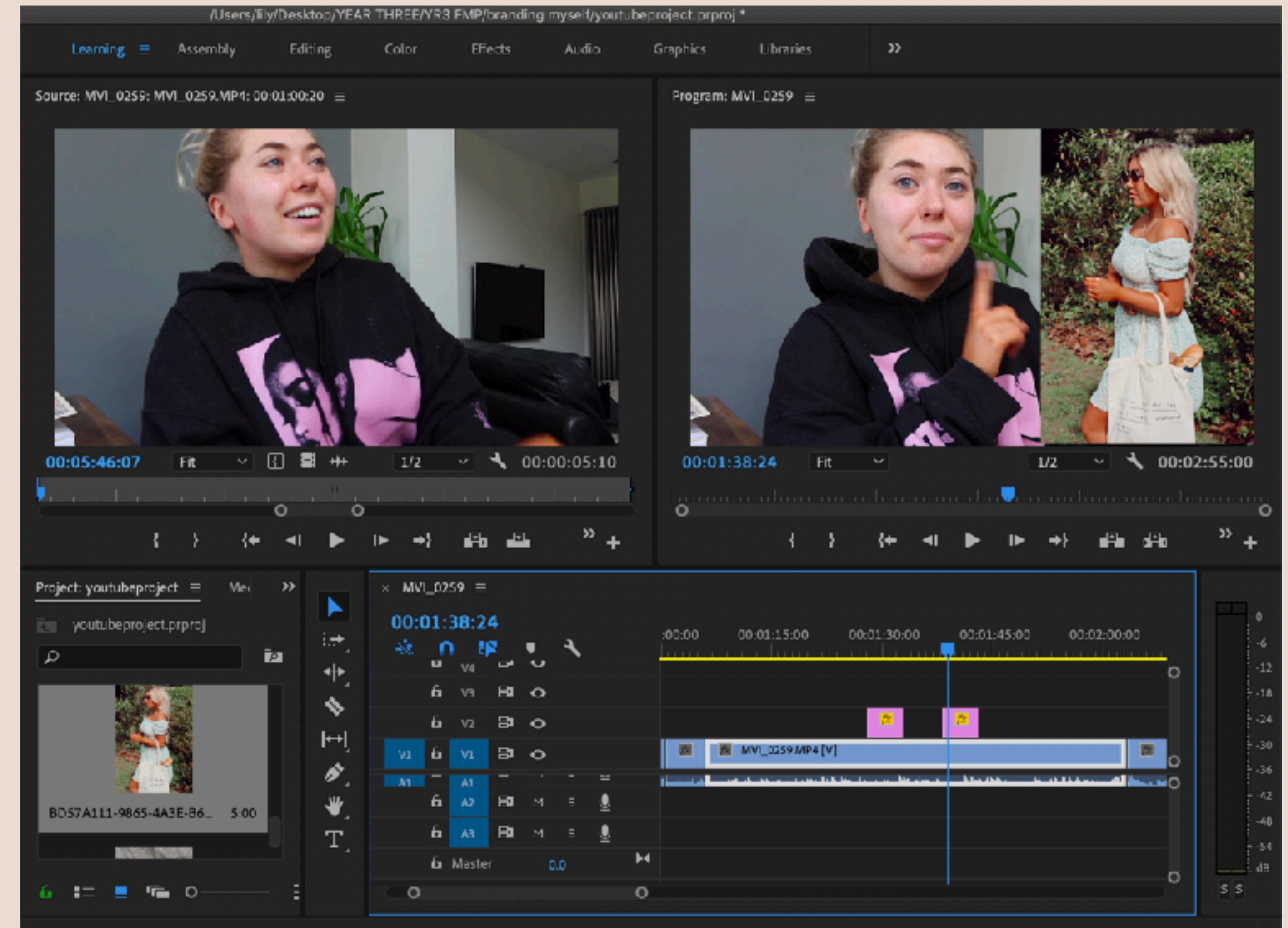
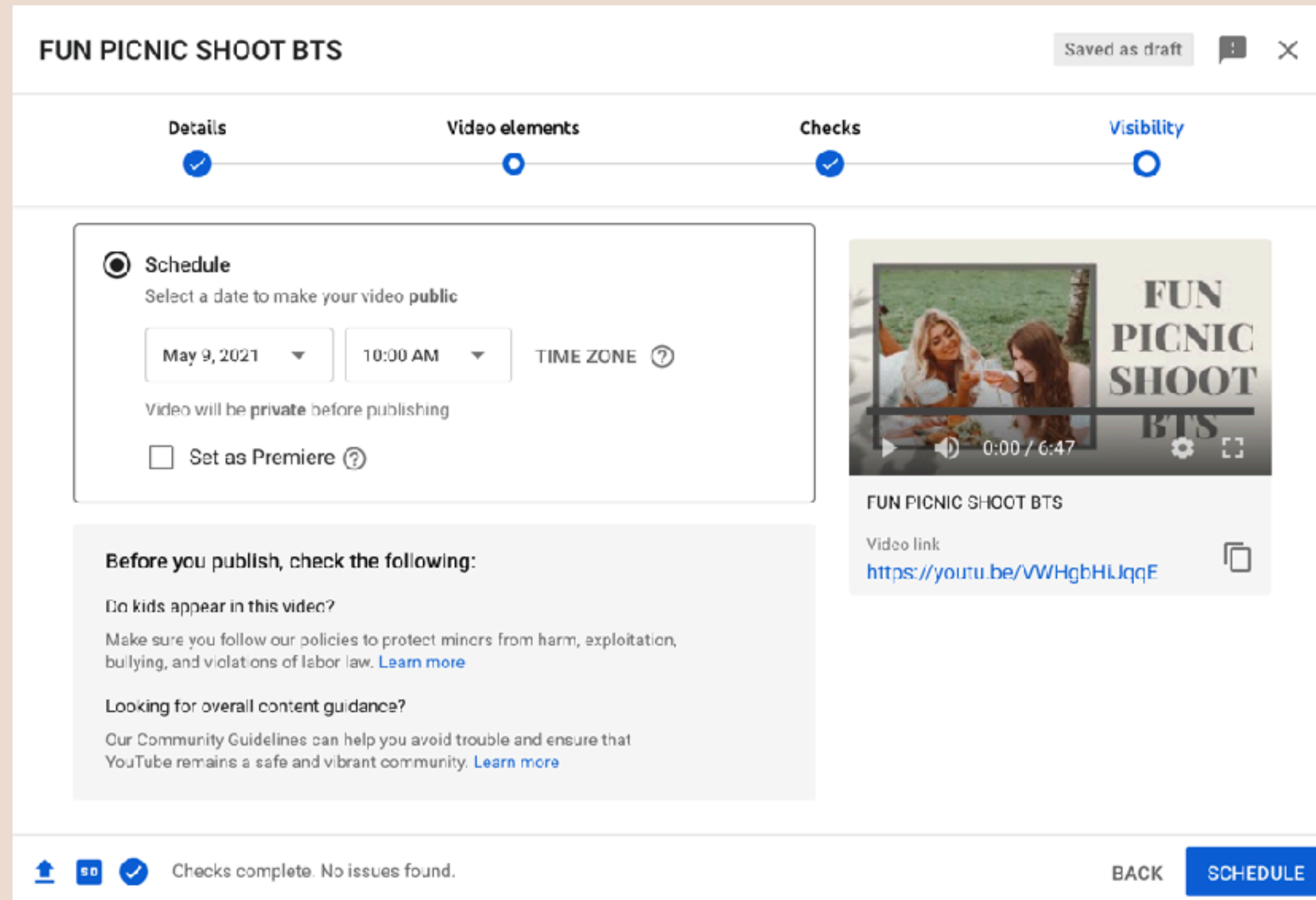
To benefit Perspective Creative Agency and
Elsabelle UK

Edited on Photoshop then iMovie

Uploaded onto Perspective Agency Instagram



BEHIND THE SCENES YOUTUBE VIDEO



Screen grabs from the behind the scenes Youtube video,

On the right is a screenshot when editing the BTS video

I'm using Premier Pro. On the left is preparing the video to upload onto YouTube.

PICNIC SHOOT IMAGES

Here are the
photoshoot
outcomes that will
be used in both
Perspective
Creative Agency's
blog post and also
on the client,
Ellsabelle UK's
blog too.





PICNIC SHOOT IMAGES

Here are some detail
shots of the
individual outfits

worn by each of the
models:

Lily (founder of
Perspective Creative
Agency)

Eleanore (brands
client and model for
her brand)



PICNIC SHOOT IMAGES

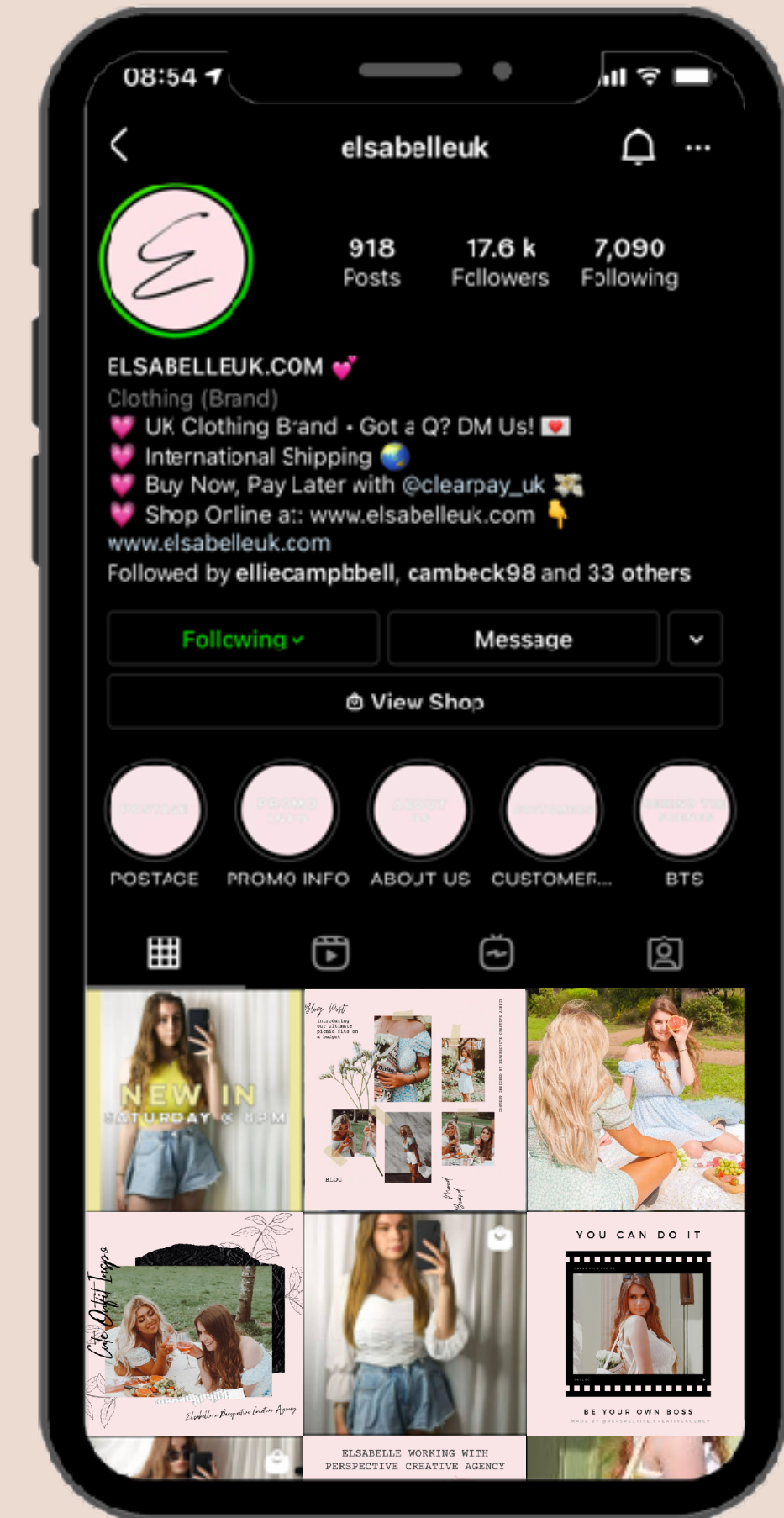
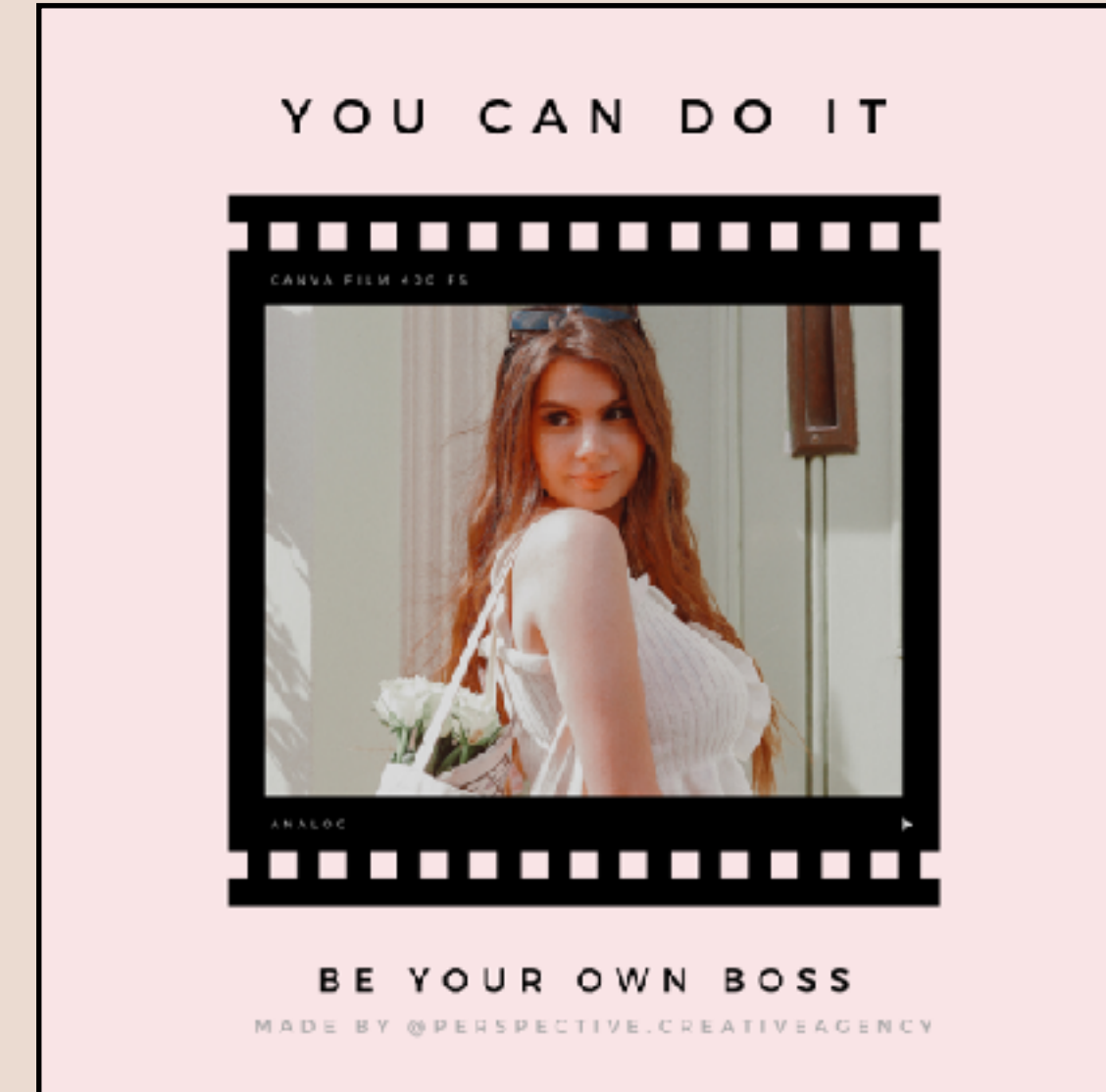
These were the main images I wanted
to get for Elsabelle Uk's blog
content.

It was a great setting and outfit
and worked well for the brand.



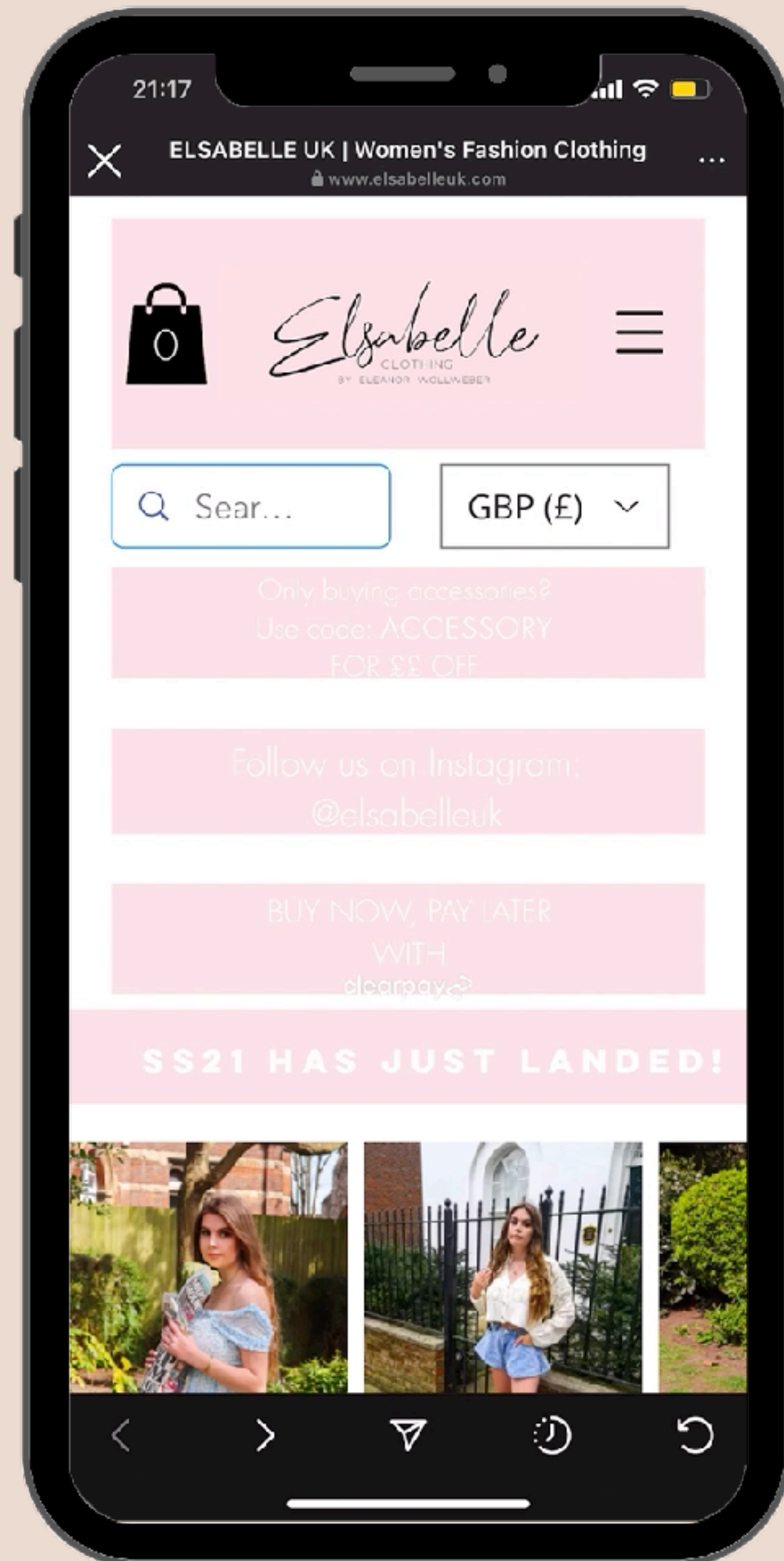
ELSABELLE UK CONTENT

DESIGNED BY PERSPECTIVE CREATIVE AGENCY FOR THEIR INSTAGRAM



Here are the Instagram content posts made by Perspective creative agency for elsabelle uk's brand instagram.

ELSABELLE UK BLOG POST ON BRAND WEBSITE



Product launch was advertised via Elsabelle UK's new website feature, the blog.

Perspective Creative Agency designed, organised

Collaborated with a Picnic Inspiration photographer, Libby Adams.

FUTURE PLANS FOR BRAND

- Perspective Podcast
- Introduce instagram content creation
- Launch night event planning services

To conclude, the brand will be aiming in the future after building up its own profiling, to set up its own studio.



MOCK UP FOR PODCAST

PERSPECTIVE CREATIVE AGENCY CASE STUDY CONTENT

CREATION MOCK UP FOR IMOGEN APPAREL



- Create a blog to their website + a newsletter.
- So a photoshoot will be planned and scheduled.
- PR Package to key social media Influencers

VOL. 2

LISTEN TO OUR NEW LATEST PODCAST RELEASE

SISTERHOOD

VOL. 2

PERSPECTIVE CREATIVE AGENCY CASE STUDY CONTENT CREATION MOCK UP FOR SISTERS AND SEEKERS

- Create social media content for client collaboration
- Sisters+Seekers founders to join Perspective Creative Agency podcast
- PR Package to their key social influencers
- Adding a blog to their website and designing content for a blog post that best suits their brand goals.



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PERSPECTIVE CREATIVE AGENCY CASE STUDY CONTENT CREATION MOCK UP FOR BOH HOME

- Create blog section and content: photoshoot
- Behind The Scenes – How Boh Home Create & Style Their Dried Flower Bouquet.
- Creating a reel for their instagram.
- A Behind The Scenes teaser on TikTok and Instagram.



Earth-tones

Warm shades in the flowers and backgrounds, that are pleasing to the eyes



Green Accents

Set off the warm palette with a refreshing hint of green



plain background

focus on the bouquet - main topic!



flowers covering face and creating a gorgeous shadow



GOALS

Aims for the future:

I aim to work towards a career in creative content production, social media and PR. Within a creative team.

I've enjoyed the Live Sandra Rhodes project.

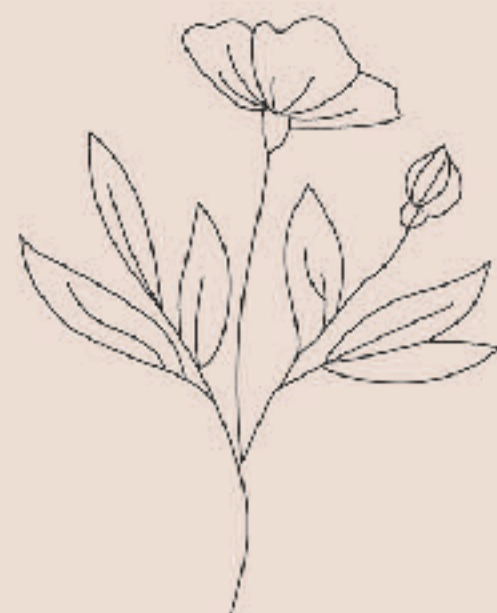
It was a really fun experience and felt I learnt a lot about my skillsets during that section of the course.

I learned specifically what career I'd like to work towards getting in to.

I enjoyed this final project also as I got to showcase these skills formed.

There is always things looking back that I'd tweak but overall a great experience.





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THANK YOU FOR LISTENING – ANY QUESTIONS?