

‘You Say’
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Weekly Report 9
10/15 to 10/21

In ISM this past week, it was time to begin deciding on what our original work projects would be this year and how they were going to be executed. After doing more research on my topic I was able to find another aspect off of concert promotions that seemed interesting to me with being completely different than my current topic. What I found was that there are professionals that just work on how a business is going to grow themselves as a company with their brand. A company’s brand is how they show themselves to the public, and is the very first impression between a business and its potential customer. The branding comes down to the logo, the font, and the colors used by a company, that almost all people associate with some sort of feeling or emotion.

By finding this information, I can use it when creating my original work because I can study what reactions people have to certain types of fonts and brands, making it easy to design my ads to best fit the chosen target audience. The research I conducted this week allowed me to find a strong original work topic that I am excited to create, and will help me grow in all aspects of the marketing business, performing researching in addition to the concert business.