

Simple Modern: PITCH

- Introduction:
 - In a client pitch meeting with the Marketing Director of Simple Modern, as a Lindsey + Asp representative, we needed to understand how to help the brand in its efforts to understand their growing Gen Z consumer. Essentially, what does Simple Modern need to know to start a long-term relationship with Gen Z?
- Problems and Ideas:
 - What is Sustainability to Gen Z?
 - How to communicate messages of generosity for Simple Modern?
 - Gen Z doesn't trust us, how can we gain their trust?
 - Generosity is a big part of Simple Modern, how do we show we give without seeming disingenuous?
- Solution and Agreed Objective
 - How can we communicate to 18-24 years olds about Simple Modern's sustainability and generosity when we know they don't trust us?
 - Creative troubleshooting:
 - Team will test ways to creatively communicate sustainability and generosity to Gen Z effectively; putting Simple Modern in a good position with new customers.
 - Come up with videos, prints, and social media campaign ideas to communicate for Simple Modern
 - Pose the question: How does Simple Modern stay genuine while also presenting their generosity?
- Result
 - **Simple Modern came on as a client for Lindsey + Asp Advertising and Public Relations Agency**