

Treasurehunt Paris project

Background

This project is to create market communications material for Treasurehunt of Paris:

1. a generic brochure
2. YouTube channel header image (called also a banner)
3. another communication item of your choice
4. presentation explaining your work.

For an introduction, see the website at treasurehunt.paris.

Treasurehunt Paris provides an array of buying and personal shopping services at the Marché aux Puces de Saint-Ouen. *Les Puces*, as it is affectionally known, is just north of Paris and is the largest market in the world for antique, design and vintage.

Treasurehunt Paris' customers are generally wealthy Americans (other nationalities too). The promoter, entrepreneur Riad Kneife, has a long track record as a practitioner and private shopper in this segment. He previously marketed himself as just Riad Kneife, but he has now formed a company and is leveraging his success by establishing Treasurehunt Paris as a brand.

See a PDF of Kneife's old brochure at qoolcat.com/down2/project-kneife-old-brochure.pdf — recto verso with two folds to render six A5 pages. This brochure is now out of date.

The new Treasurehunt Paris provides essentially the same services as the "old" Riad Kneife, with the exception that the company has recently created a lounge space, just off the market. This is unique — the competition does not have this. Furthermore, Treasurehunt Paris plans to become active also in delivering corporate hospitality services: "a day on the market".

Mandate

1. Brochure

Write the text, find images and design (in InDesign obviously) a ready-for-print PDF brochure which compellingly advertises Treasurehunt. You should decide on the format. To help the customer get a feel for what you are proposing, you are required to mock this up either from a photograph (by you) of a physical mockup or from a PSD mockup template if you can find one, or both.

2. YouTube banner

Be aware that a YouTube banner has to work for TV, desktop and mobile — so in three pixel sizes as indicated here. One way to do this is to create a 2560 × 1440 pixel InDesign document, and create 4 guides as indicated here. All important logos and texts need to go into the "safe area".

662,5 >	1897,5 >	
TV: 2560×1440		551
Desktop: 2560×1338	All devices (safe area): 1235×338	889

one page follows

3. Communication piece of your choice

Design another communication piece, either for-print or for social media, that you deem would be useful.

4. Presentation

Create a PowerPoint-type presentation, to show your work and to explain your design choices. Here you could additionally explain your marketing opinions on how your designed pieces could be used.

Resources

- A collection of images that you might want to use can be found at treasurehunt.paris/stuff/treasure-pics.zip (350MB), but you can of course find your own images. The images that you use need to be of sufficient size for print, except when you use stock images, in which case you should leave the watermark logo (traditionally you would purchase the image after the customer has approved your choice). Here is where I give tips on [where to find large licence-free images on the internet](#).
- The website fonts are *Cormorant Garamond* and *Heebo*. These you can get for free from the Adobe Creative Cloud or from Google Fonts. You are not obliged to use the same fonts.
- Background Puces information can be found on the Puces website at pucesdeparissaintouen.com/en/.
- Print settings should be taken from onlineprinters.co.uk (or if you prefer in French at onlineprinters.fr), on an assumption that your designs will be printed there. You need to use the correct print settings.

Project hand-in

The project hand-in deadline is as per my course website. You should place the following files into a single directory named SURNAME_Firstname, then ZIP this file, and upload the ZIP file to the provided Microsoft Teams space. Here are the files you need to prepare:

1. for the brochure a for-print PDF and a mockup image
2. for the YouTube banner a 2560 x 1440 pixel image, either as JPG or PNG as appropriate
3. PDF of another useful communication piece of your choice
4. and a PDF of your PowerPoint-type presentation.

Notes and things

- The promoter does not have the right to use your work without your consent.
- The Puces, which I regard as being one of Paris' hidden treasures, is divided into about eight separate markets, each with its own style-and-atmosphere. If you ever visit, you should do so on a weekend. My favourite markets are Paul Bert, Serpette, Dauphine and Vernaïson.