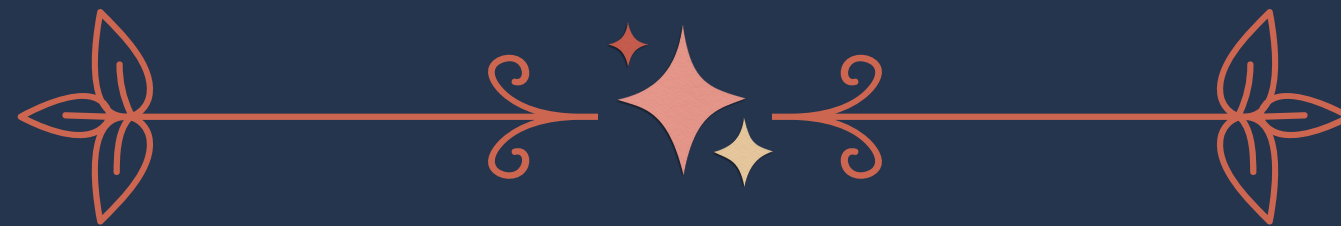


The top of the page is decorated with three hanging Christmas ornaments in a light orange color. The left ornament has a scalloped pattern, the middle one is a snowflake, and the right one has a zigzag pattern. They are flanked by white, swirling vine-like lines that curve upwards. On the far left and right, there are stylized orange leaves and a teal star.

# JINGGLE, MINGLE & GIGGLE!

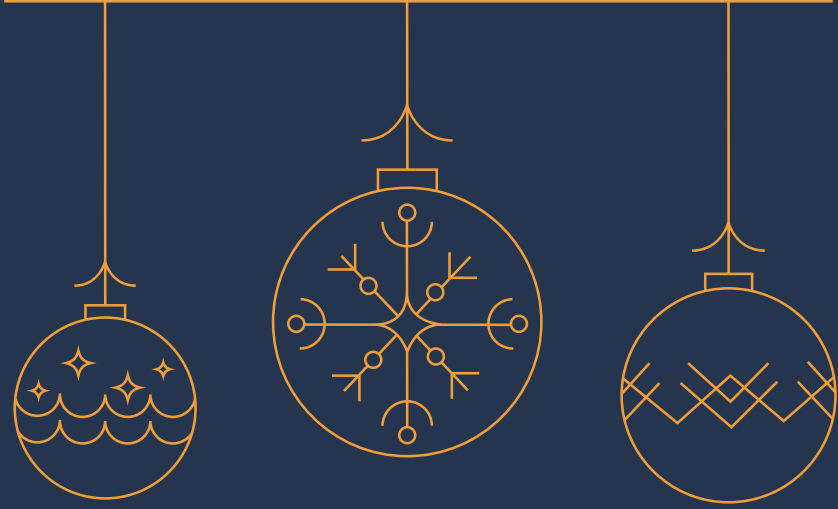
Google Holiday Market Fundraiser



by Confetti Studio



# PROJECT BACKGROUND



# CUSTOMER OF BRAND



THE PROPOSED EVENT TITLE:

**GOOGLE**

**HOLIDAY MARKET**

**FUNDRAISER**

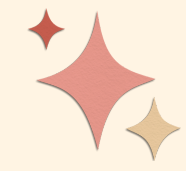
SLOGAN OF THE EVENT:

**JINGLE,**

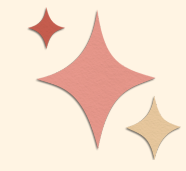
**MINGLE &**

**GIGGLE!**

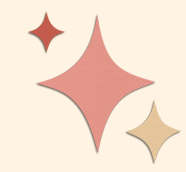
# CONFETTI STUDIO



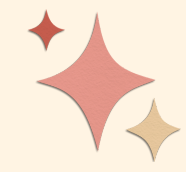
We are a Festival Event Planning Agency based in Vancouver.



We help large corporations and companies organize their parties & events.



Our festive events was well received by employees and 95% of participants gave positive feedbacks!



A popular employee welfare program to boost staff morale.





# CONFETTI STUDIO



**SHELA YUEN**  
PROJECT LEAD



**PARISA BORNOOSH**  
DESIGNER



**MORGAN FRANZ**  
MARKETING / SOCIAL  
MEDIA DIRECTOR



**MYTA PALO**  
WEB DEVELOPER



**STELLA PARK**  
WEB DEVELOPER



**MEGHA KAMATH**  
UX/UI DESIGNER





# UNIQUE VALUE PROPOSITION

## CORPORATE FESTIVE EVENT PLANNER

Expertise in creating memorable employee parties that  
boost staff morale and  
create positive publicity for Corporates.





# OUR SERVICES

## BUSINESS MODEL

B2B

-----

One service fee for all: event design, venue selection, catering, entertainment, and logistics management.

## TARGET AUDIENCE

- Large corporations across various industries.
- Specifically, HR departments or event coordinators responsible for organizing employee Christmas parties.

## COMPETITORS

In-house recreation club

-----

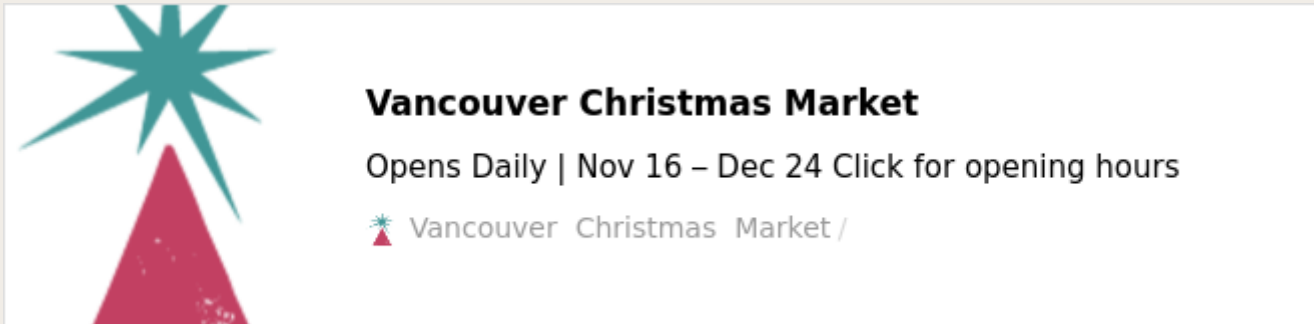
Other event companies







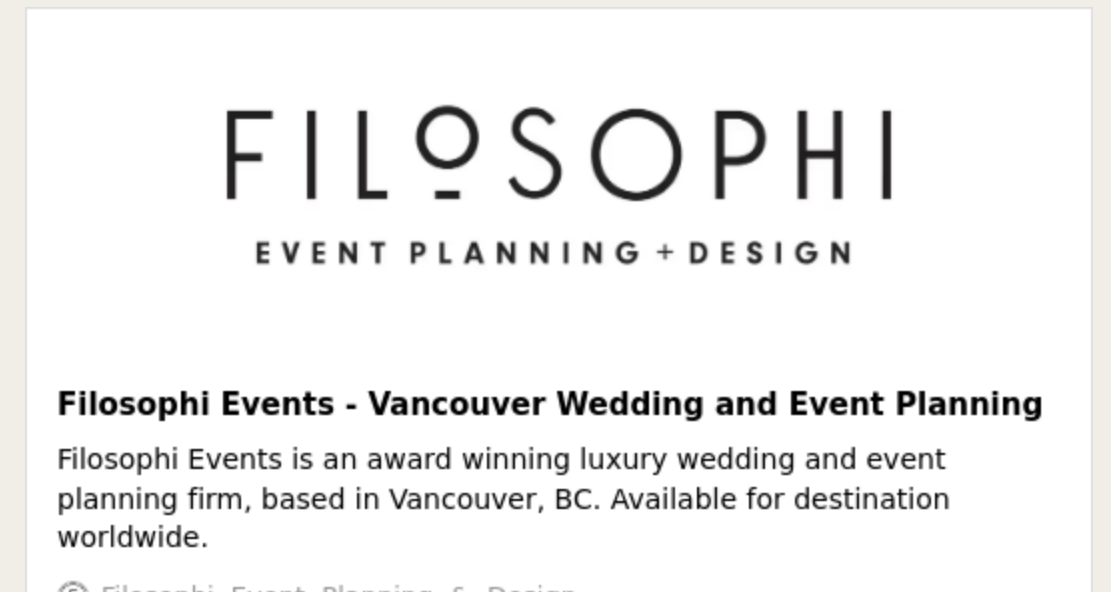
# COMPETITIVE ANALYSIS



Strength: Christmas Market event for public with strong festive atmosphere  
 Weakness: targeting at the public, not B2B  
 Pricing strategy; public ticketing and rental fee from vendors



Strength: strong portfolio and clientele  
 Weakness: not specializing in festive events  
 Pricing strategy; mid - low



Strength: wedding planner  
 Weakness: specialise in wedding events  
 Pricing strategy; charging one-off service fee from the host

## Our competitive edge:

Many of the commonly found event agencies in Vancouver specialize in B2C wedding events planning. Our competitive edge is helping large corporations organize festive events with the goal of boosting staff morale in mind.



# THE EVENT



Holiday Market  
Fundraiser





# OBJECTIVES & MEASUREMENTS



**01.**

Objectives:

**Fundraising for charity**

Measured by:

**Fundraising amount donated to the charity**



**02.**

Objectives:

**Boosting Staff Morale**

Measured by:

**Number of tickets sold and result of employee survey indicating their satisfaction level**





# TARGET DEMOGRAPHICS/ CUSTOMERS



- 01.** **Google's Management** 
  - devoted to good cause
  - positive publicity for Google
- 02.** **Google Employees** 
  - hybrid working mode/ working from home
  - want to mingle with colleagues
- 03.** **Google Employees' guests** 
  - want to take a look of how Google is really like
  - enjoy the festive event



# PROPOSED TIMELINE

## AND CAMPAIGN MATERIALS EXECUTION

CAMPAIGN  
EMPLOYEES  
USER JOURNEY







# DESIGN PROCESS

FROM CONCEPT DEVELOPMENT  
TO FINAL DESIGNS



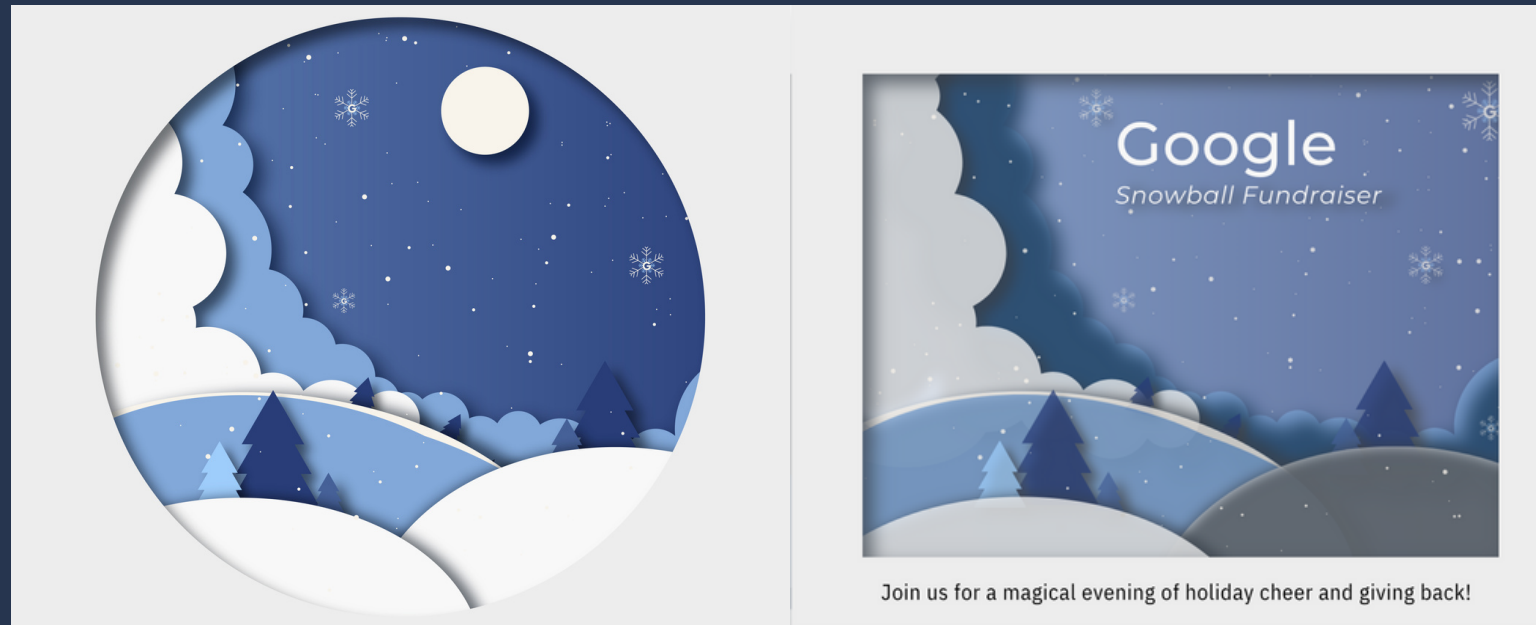


# INITIAL CONCEPTS

Classic Concept



Snowball Concept







# MOOD BOARD

## Classic Concept

## Snowball Concept







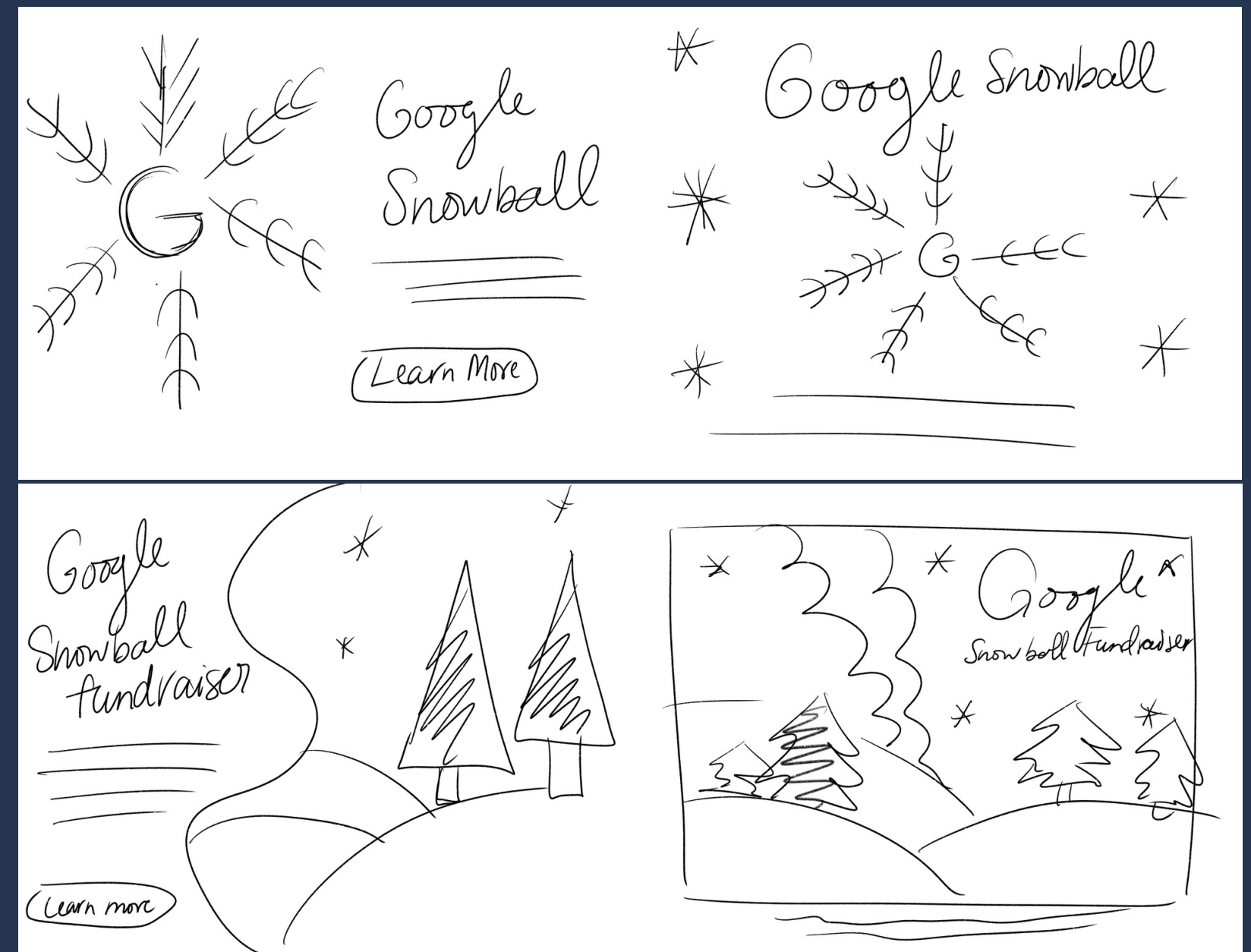
# AD CONCEPTS

(LOW FIDELITY)

## Classic Concept



## Snowball Concept





# BRAND ASSETS

Classic Concept

EVENT LOGO

SLOGAN

PRIMARY



SUBMARK



JINGLE,  
MINGLE &  
GIGGLE!

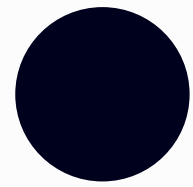




# COLOR THEME

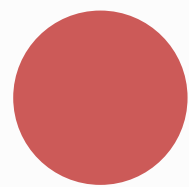


## Project Primary Color Palette



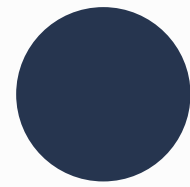
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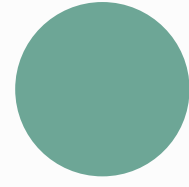
Color Code:

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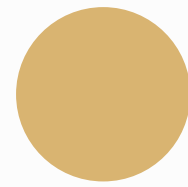
Color Code:

#26354f



Color Code:

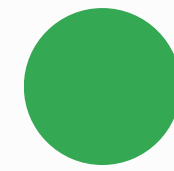
#6da696



Color Code:

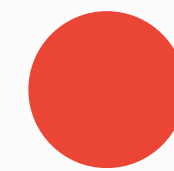
#d9b471

## Google Color Palette



Color Code:

#34A853



Color Code:

#EA4335



Color Code:

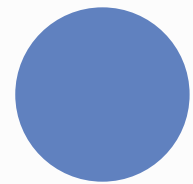
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Color Code:

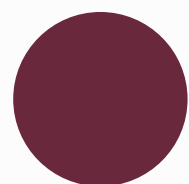
#FBBC05

## Secondary Primary Color Palette



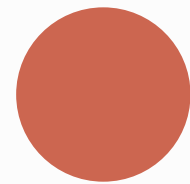
Color Code:

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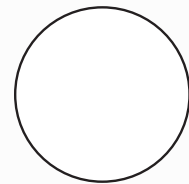
Color Code:

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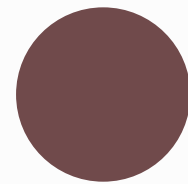
Color Code:

#cc6650



Color Code:

#ffffff



Color Code:

#704a4b



# WIREFRAMES



LOGO HOME ACTIVITIES CHARITY CONTACT BUY TICKETS

IMAGE SLIDER

## Google Holiday Market Fundraiser

### "Jingle, Mingle & Giggle!"

Join Us for an afternoon of celebration and giving back

'Tis the season to spread joy, and what better way to celebrate than by coming together for a festive afternoon that combines holiday fun and philanthropy. Google invites you to the first ever Google Holiday market fundraiser, a dazzling party that promises an unforgettable afternoon of joy, laughter, and goodwill.

BACK IMAGE TIME  
8:00 PM  
December 23, 2023

BACK IMAGE LOCATION  
1234 Main St., Vancouver, BC, V6X 9J0

BACK IMAGE VENUE MAP  
Find All Booths

EATS & TREATS CHARITY FUNDRAISING RAFFLE DRAW CHRISTMAS CAROL

SEE ALL ACTIVITIES

BUY TICKETS

LOGO

Google Holiday Market Fundraiser

Instagram Facebook Twitter YouTube

LOGO HOME ACTIVITIES CHARITY CONTACT BUY TICKETS

### ACTIVITIES

Get ready for an afternoon of festive fun that seamlessly blends the magic of the season with cutting-edge technology. The Google Holiday Market Fundraiser is not just your ordinary Christmas event—it's a celebration of creativity, innovation, and the joy of giving back.

#### Art & Craft

**Santa Carol**  
Get ready to sing your heart out at the Santa Carol Event during the Holiday Market Fundraiser.

**Photo Booth With Santa**  
Capture the magic of the moment with a visit to our Santa Claus photo booth. Strike a pose, share a smile, and create lasting memories with friends and family.

**Raffle Draw**  
Feeling lucky? Participate in our Raffle Draw for a chance to win exciting prizes.

**Ornament Decorating**  
Create personalized ornaments to adorn your tree or give as heartfelt gifts.

#### Tech Integration

**VR Holiday Games**  
Step into a virtual winter wonderland with our VR Holiday Games. Whether you're racing down a snowy slope or exploring a digital Christmas village, the possibilities are endless.

**Interactive Displays**  
Engage with the latest in technology with interactive displays, responding to your touch, allowing you to control and influence the festive elements around you.

**Voice-activated Games (Google Assistant)**  
Engage with the another latest in technology with voice-activated games powered by Google Assistant. It's a futuristic twist on traditional holiday festivities.

#### Eat & Market

**Eat & Treats**  
Indulge in a culinary journey featuring festive treats and savory delights.

**Gingerbread Cookies**  
Treat your taste buds to the classic combination of gingerbread cookies.

**Roasted Chestnuts**  
Savor the timeless delight of perfectly roasted chestnuts, showcasing a crispy exterior and a tender, flavorful interior.

**Hot cocoa Stand**  
Step into a world of irresistible aromas and sweet sensations as we serve up the finest hot cocoa creations.

BUY TICKETS

LOGO

Google Holiday Market Fundraiser

Instagram Facebook Twitter YouTube

LOGO HOME ACTIVITIES CHARITY CONTACT BUY TICKETS

### CHARITY SPOTLIGHT

#### Charity Mission

"We bring the best of Google to help solve some of humanity's biggest challenges — combining funding, innovation, and technical expertise to support underserved communities and provide opportunity for everyone." [google.org](https://www.google.org)

#### Charity Spotlight: Google.org

Thank you for your interest in the Google Holiday Market Fundraiser! We're excited to hear from you. Whether you have questions, suggestions, or would like to get involved, please feel free to reach out to us using the contact information below.

How You Can Contribute:

- Purchase Tickets: Every ticket contributes directly to our fundraising efforts.
- Donate at the Event: Look out for donation stations and make an additional contribution during the festivities.
- Raffle Tickets: Purchase raffle tickets for your chance to win exclusive items and experiences with all proceeds benefiting Google.org Foundation.

Join us in making a difference this holiday season. Your involvement in the Google Holiday Market Fundraiser extends beyond the festivities; it becomes a beacon of hope and empowerment for communities around the globe. Together, let's celebrate the spirit of giving and create a brighter future for all.

LOGO

Google Holiday Market Fundraiser

Instagram Facebook Twitter YouTube

LOGO HOME ACTIVITIES CHARITY CONTACT BUY TICKETS

### WE WOULD LOVE TO HEAR FROM YOU

Thank you for your interest in the Google Holiday Market Fundraiser! We're excited to hear from you. Whether you have questions, suggestions, or would like to get involved, please feel free to reach out to us using the contact information below.

#### Contact Form

First name Last name  
 Email Phone number  
 Subject  
 Message

Subscribe

Submit

LOGO

Google Holiday Market Fundraiser

Instagram Facebook Twitter YouTube

LOGO HOME ACTIVITIES CHARITY CONTACT BUY TICKETS

### TICKETS

Join us for a day where technology meets tradition, and the joy of giving takes center stage. Secure your tickets now for the Google Holiday Market Fundraiser. Whether you're coming solo or bringing the whole family, your presence makes a difference, and your ticket becomes a symbol of holiday generosity.

Every purchase of an event ticket comes with a complimentary raffle ticket and you will be entered to win some amazing prizes!

**GENERAL ADMISSION**  
Regular pricing after December 10th BC, V6X 9J0  
\$85 per ticket  
BUY

**BEST DEAL**  
**EARLY BIRD PRICING**  
Purchase your tickets before December 10th to take advantage of early bird pricing!  
\$75 per ticket  
2 tickets for \$140  
BUY

**FAMILY & FRIENDS BUNDLE**  
Our Family and Friends Bundle lets you bring the whole crew along for a day of shared laughter, and holiday magic.  
2 tickets for \$150  
BUY

#### TICKETS TERMS AND CONDITIONS

All tickets are non-refundable

While there are currently no restrictions, by purchasing tickets to this event, you agree to abide by the health and safety measures in effect at the time of the event, which may include, but not be limited to, wearing masks, and/or providing proof of vaccination status.

LOGO

Google Holiday Market Fundraiser

Instagram Facebook Twitter YouTube





# FINAL SAMPLE MATERIALS







HOLIDAY MARKET  
FUNDRAISER

December 22, 2023  
5pm - 9pm







# HIGH FIDELITY SAMPLE AD



## JINGLE, MINGLE & GIGGLE!

December 22, 2023 5pm - 9pm

[BUY TICKET NOW!](#)







# HIGH FIDELITY SAMPLE AD



## HOLIDAY MARKET

All proceeds go towards Google.org

December 22  
5pm - 9pm





# HIGH FIDELITY SAMPLE AD



# HOLIDAY MARKET

All proceeds go towards Google.org

December 22 | 5pm - 9pm



# HIGH FIDELITY SAMPLE AD



# HOLIDAY MARKET

All proceeds go towards [Google.org](https://www.google.org)

December 22 | 5pm - 9pm





# HIGH FIDELITY POSTER (DIGITAL POSTER ON OFFICE SCREENS)



## HOLIDAY MARKET

All proceeds go  
towards Google.org

December 22nd  
5pm - 9pm





# HIGH FIDELITY POSTER (EMAIL)



HOLIDAY MARKET  
FUNDRAISER

**December 22, 2023**  
**5pm - 9pm**

Join us for a magical evening of  
holiday cheer and giving back!

All proceeds will be donated to the  
Google.org foundation





# WEBSITE MOCK-UP

[https://www.figma.com/file/ZPkKBwIESeBQZyfssRyWLR/Google-Holiday-Market-Fundraiser-\(Copy\)?type=design&node-id=4-2&mode=design&t=vikshjo2Z8C5ZG5B-0](https://www.figma.com/file/ZPkKBwIESeBQZyfssRyWLR/Google-Holiday-Market-Fundraiser-(Copy)?type=design&node-id=4-2&mode=design&t=vikshjo2Z8C5ZG5B-0)







**THANK YOU!**

CONFETTI  
STUDIO

