

TITLE

# RONBOW MONTEREY GRAND OPENING

PREPARED BY

SOPHIE JURION – UX/UI & GRAPHIC & CONTENT CREATOR

# Monterey Grand Opening

AUDIENCE **HOMEOWNERS**

OBJECTIVE **MONTEREY GRAND OPENING MARKETING COLLATERAL**

Create marketing collateral such as an outdoor sandwich A frame sign.

**KEYWORDS** | HARMONIOUS  
INNOVATIVE  
STRATEGIC  
ELEVATED

496 Del Monte Center, Monterey, CA  
Outdoor premium shopping plaza

# Brand Essence/Directions

001

Based On Brand Pillars

- Calm Confidence
- Elegant Empowerment
- Trusted Partnership

002

Positioning

- Where craftsmanship meets contemporary living

003

Family Friendly Storytelling Canvas

- Keep content approachable, family-friendly, yet premium.
- Dual activation focus: Posts will encourage foot traffic to the Monterey Grand Opening and our DMSC faire booth the same day.

003

Incentive Hook

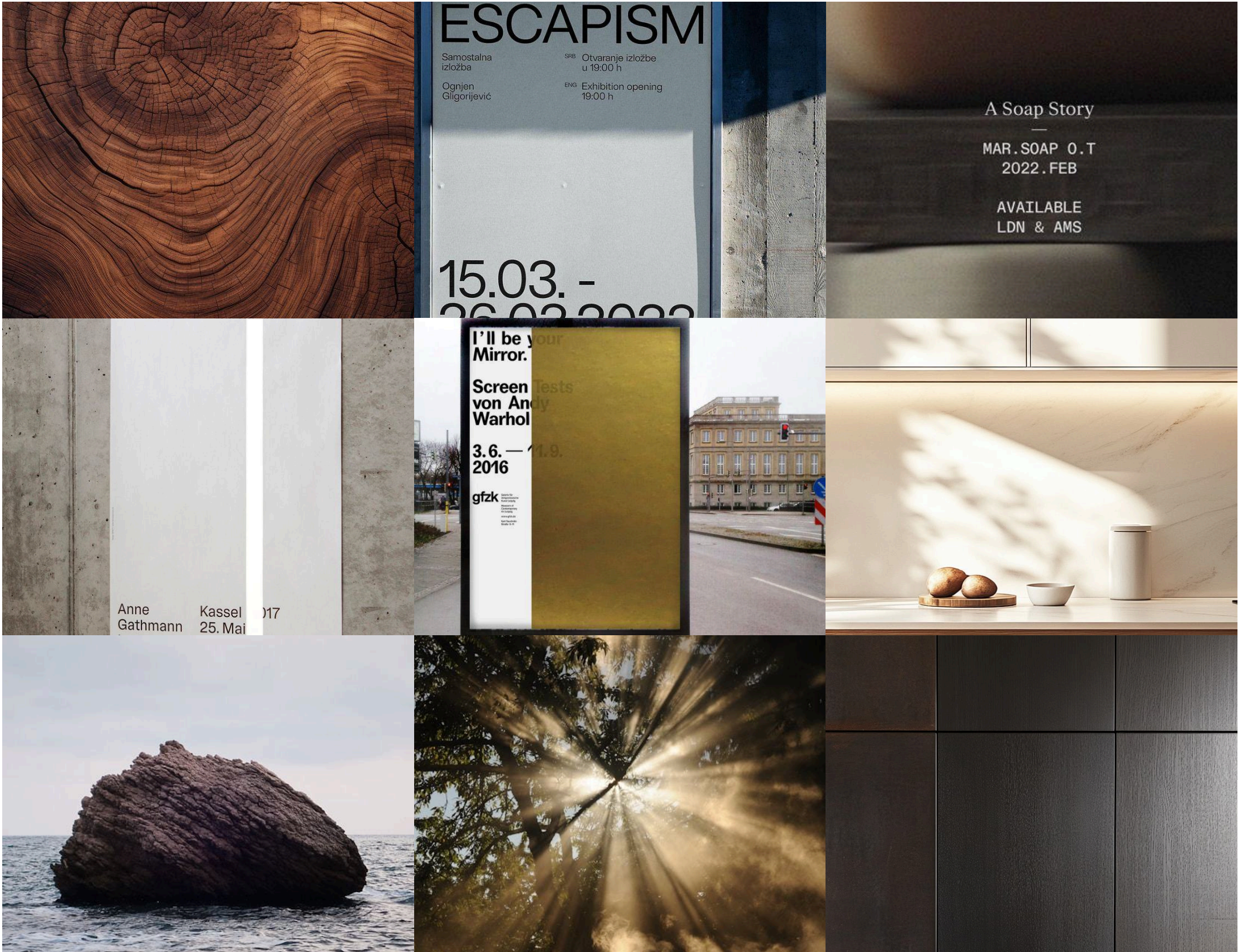
- We'll spotlight the swag and lottery-based discounts as the lead CTA to increase excitement and urgency.



# Mood Boards / Marketing Collateral

Modern Luxury  
For A Design Forward Luxury Homeowner

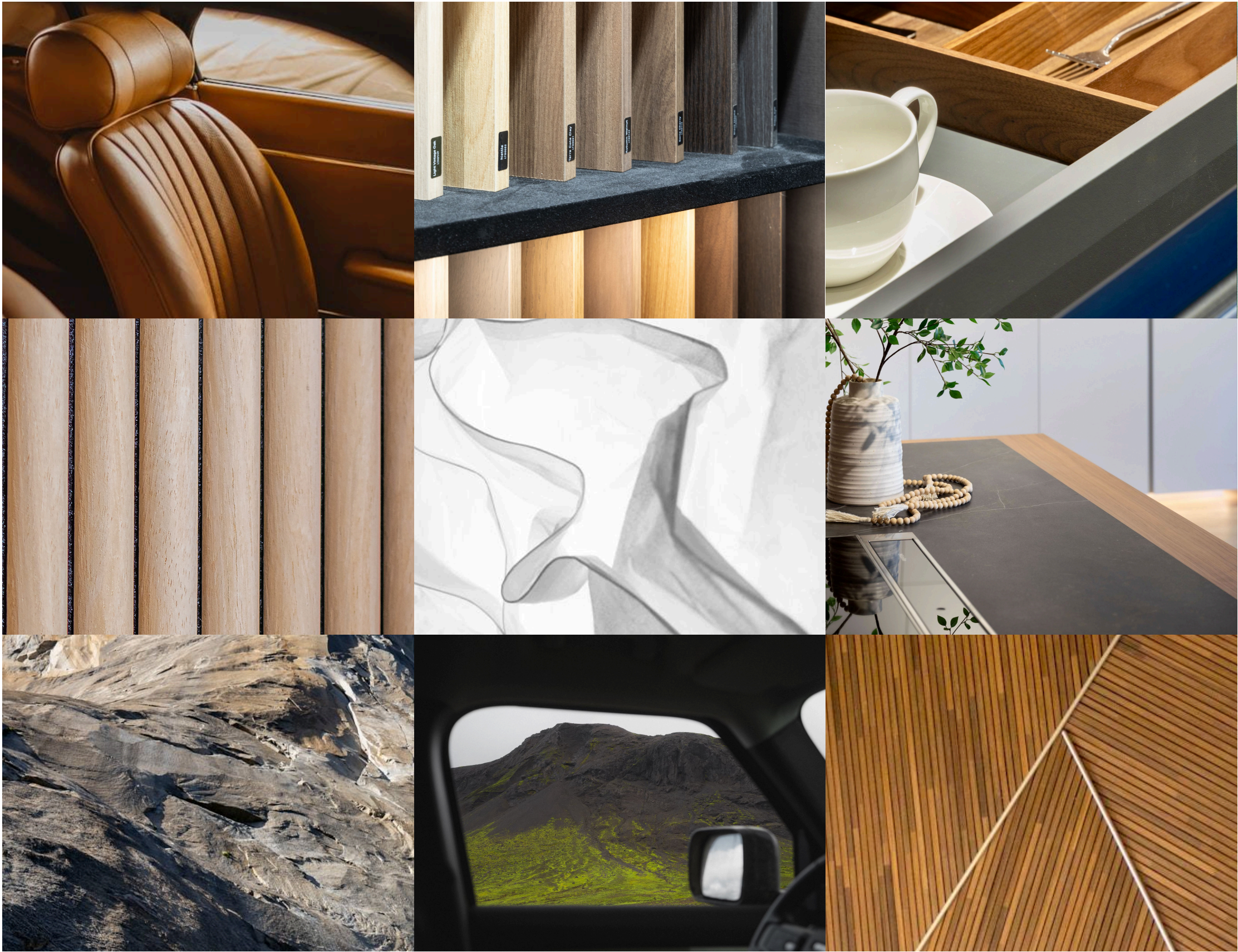
KEYWORDS | TIMELESS  
REFINED  
PREMIUM  
TRUSTWORTHY





# Mood Boards / 02

Tactile Creative Homeowner  
For A Homeowner Appreciates Tactility And  
Functionality



KEYWORDS | FUNCTIONAL  
TACTITLE  
CREATIVE  
MODERN



Direction 01 – Modern Luxury

For A Design Forward Luxury Homeowner





Direction 01 – Modern Luxury





# Direction 02 – Tactile Creative Homeowner

For A Homeowner Appreciates Tactility And Functionality

WIN 30% OFF  
CUSTOM  
CABINETS  
Special Grand Opening Offer



RONBOW    Monterey Bay Showroom    Saturday Aug 9 • 1–4 PM



# Direction 02 – Tactile Creative Homeowner

Contrast Draws Attention; Warmth Earns Interest





# Summary-Two Directions, One Goal

001

Modern Luxury

AUDIENCE | Luxury, Emotionally Driven Shoppers

TONE | Modern · Elegant · Light

VISUAL IMPACT | Subtle Elegance That Invites Closer Look

002

Tactile Creative Homeowner

AUDIENCE | Design-Aware, Aspirational Users

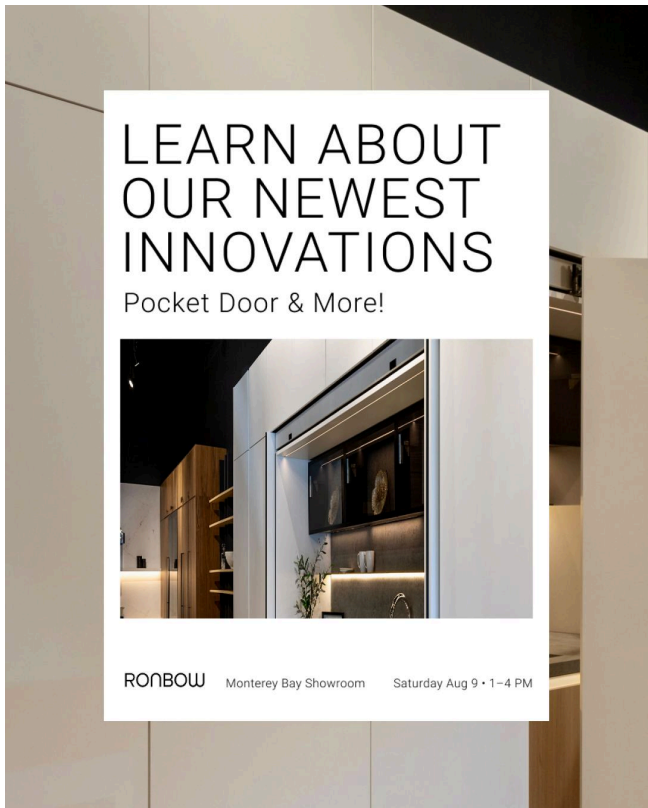
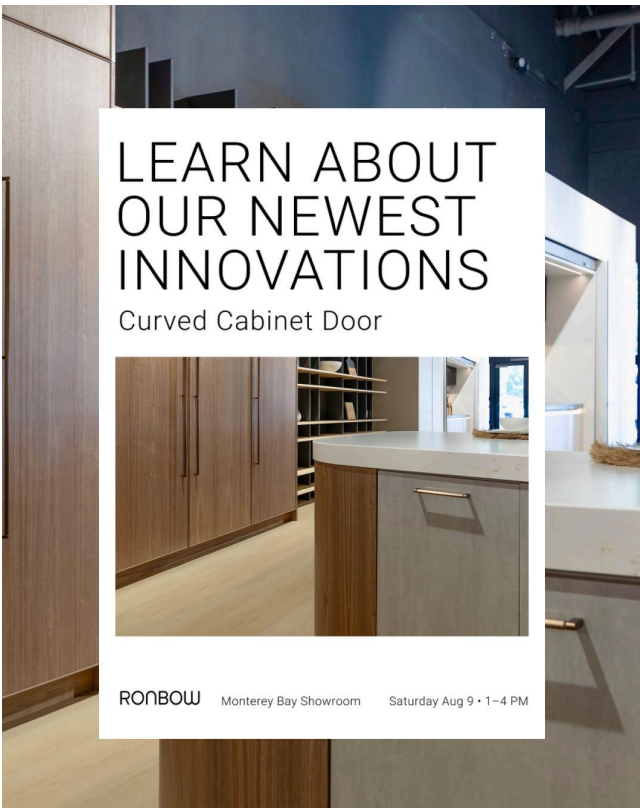
TONE | Structured · Refined · Contemporary

VISUAL IMPACT | Literal Clarity To The Audience



Posts

IG + FB + LinkedIn



CAPTION | Join us Saturday, August 9 | 1–4 PM for a festive afternoon of gifts, snacks, family fun, and a chance to win 30% off custom cabinets at Ronbow’s Monterey Grand Opening.

But the celebration doesn't stop there—discover our latest design innovations, including the seamless Ronbow Pocket Door solution, Curved Cabinet Door, and more!

RSVP now with the link in our bio to and here: <http://bit.ly/3IUwEIU>

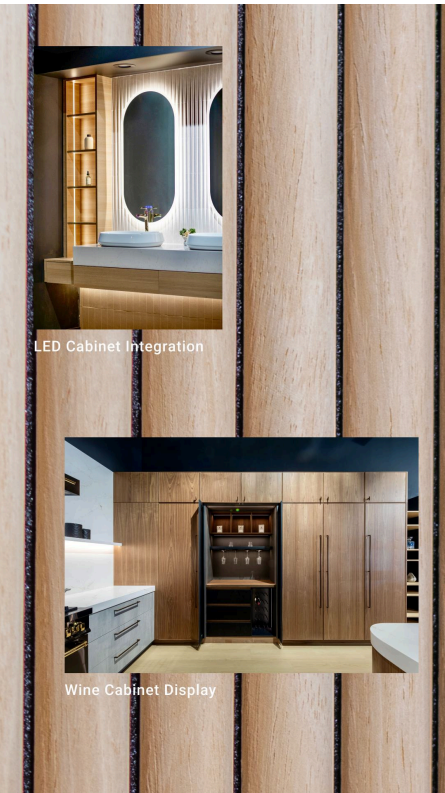
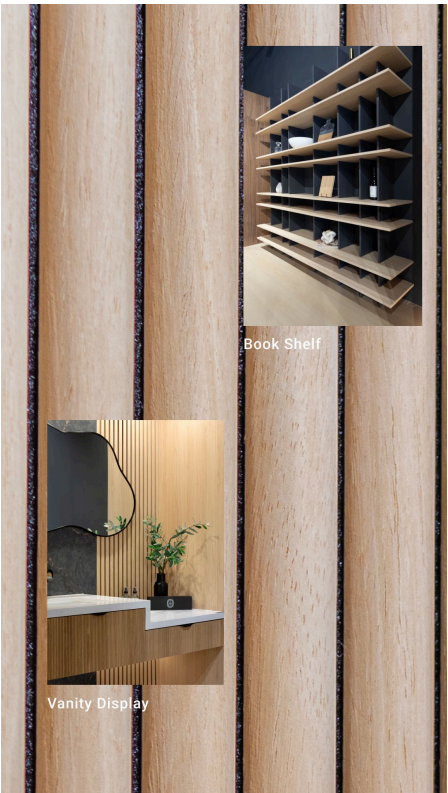
When: Saturday, August 9 | 1–4 PM  
Where: 496 Del Monte Center, Monterey, CA 93940

MUSIC Trending, upbeat, california



# Stories

IG + FB + Pinterest



CAPTION | CTA on last slide to Eventbrite

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