

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.

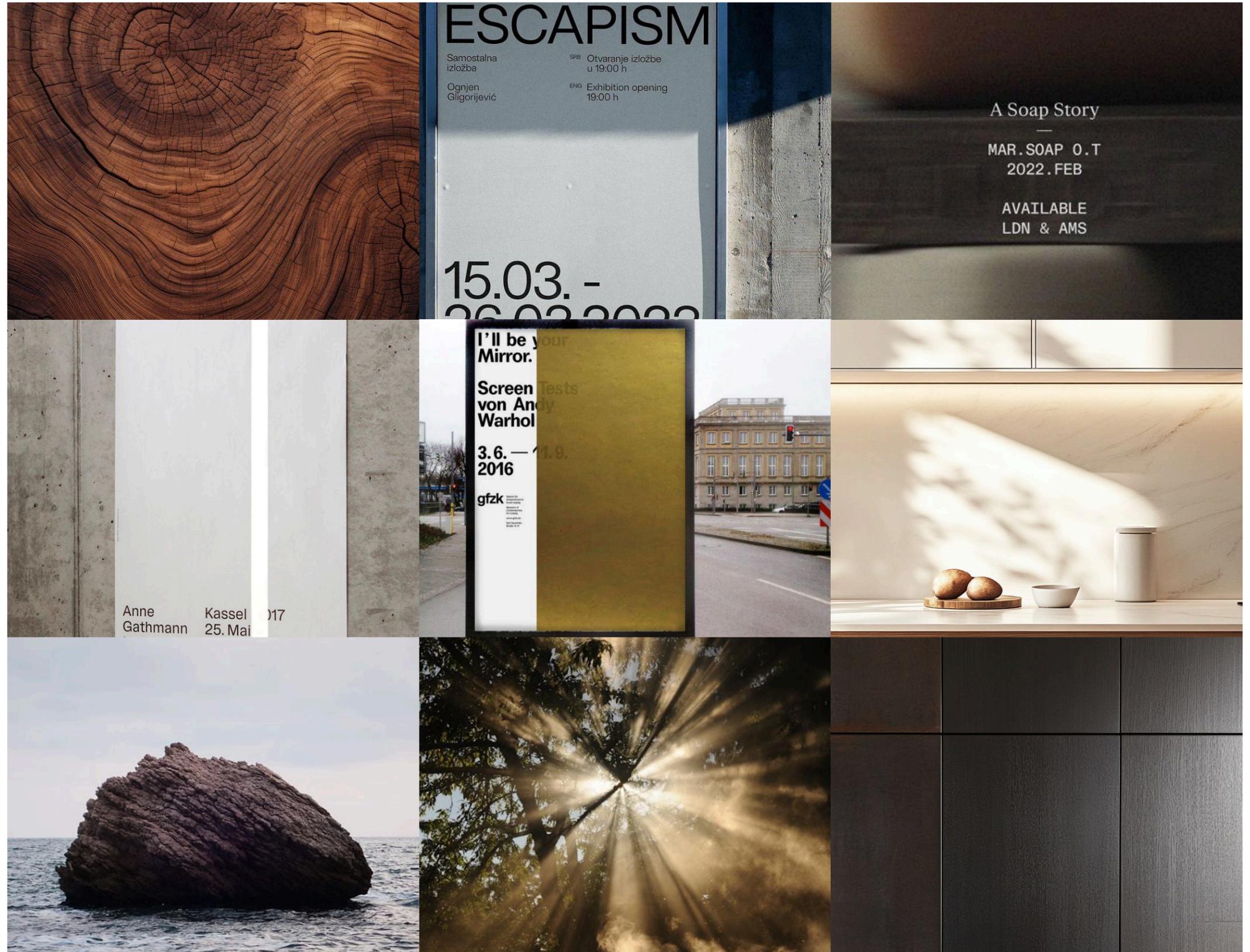
003 Incentive Hook

- 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

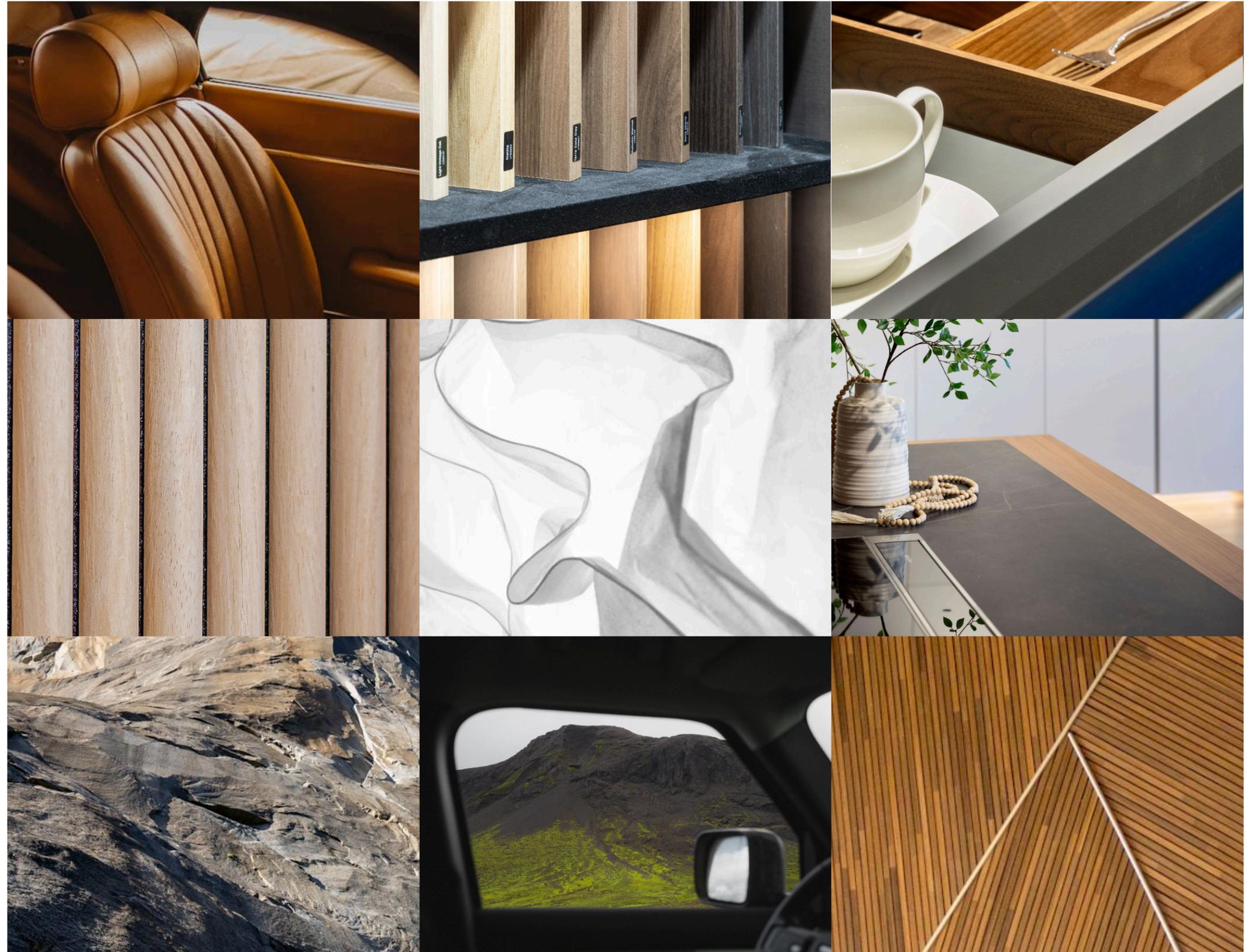


KEYWORDS | TIMELESS
REFINED
PREMIUM
TRUSTWORTHY

Mood Boards / 02

Tactile Creative Homeowner

For A Homeowner Appreciates Tactility And Functionality



KEYWORDS | FUNCTIONAL
TACTILE
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

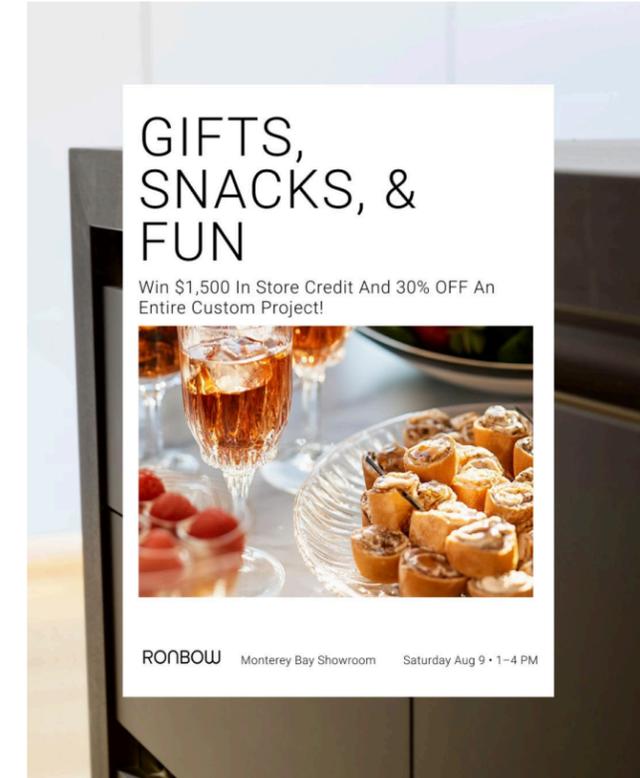
AUDIENCE | Design-Aware, Aspirational Users

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

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Stories

IG + FB + Pinterest



CAPTION | CTA on last slide to Eventbrite

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