

Final Pitch

@velvetreverie13 on TikTok

TEAM



Shelia

Ivy

artsy pinterest vibe

- ☆ everyday persona - NYU Tisch student
- ☆ shoots on film and digital cameras
- ☆ has cool friends (social proof)
- ☆ overall good sense of “aesthetics”
- ☆ relatability / niche humor

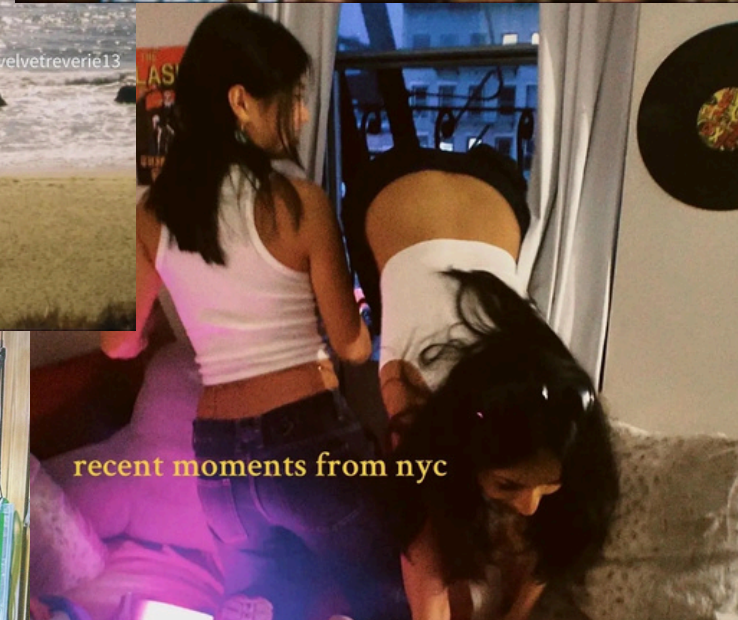


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1. “aesthetic” pictures/videos
2. music
3. niche internet lore





developed film & disposables from summer asia trip 🇯🇵

recent moments from nyc

disposables from montreal 😊

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Disclaimer:

The next few examples are really niche so it won't make sense if you don't listen to these specific artists or if you don't know about the lore behind certain celebrities...

We started from 0 so our plan was to target a really specific group of people because we felt like that was smarter than being broad since we only had a month.

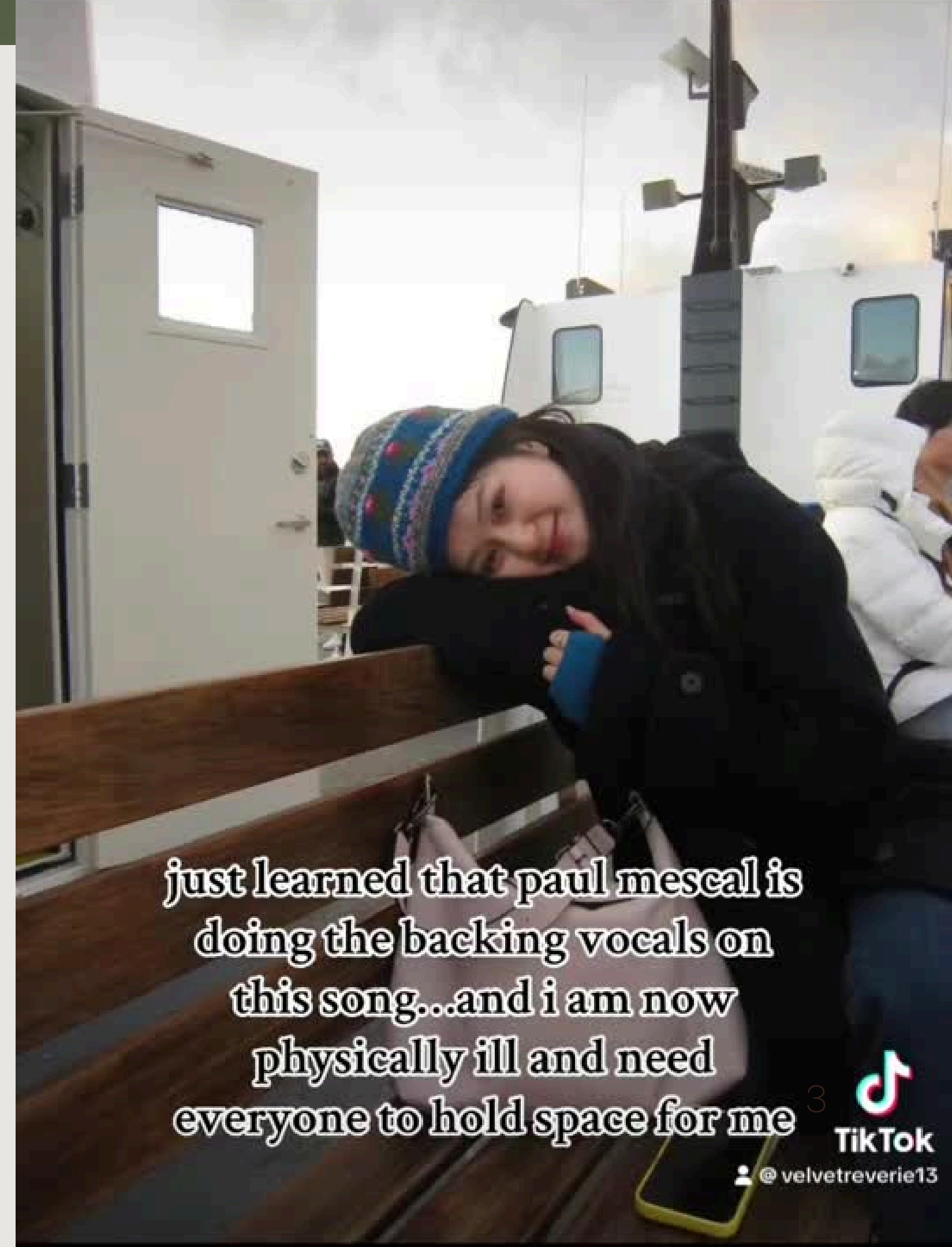


example:

combining music, photo, and niche internet lore -

- ☆ paul mescal / phoebe bridgers lore
- ☆ song related to situation
- ☆ holding space

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just learned that paul mescal is
doing the backing vocals on
this song...and i am now
physically ill and need
everyone to hold space for me

example:

combining music, photo, and niche internet lore -

- ☆ taylor swift / karlie kloss
- ☆ song related to the situation
- ☆ roman empire

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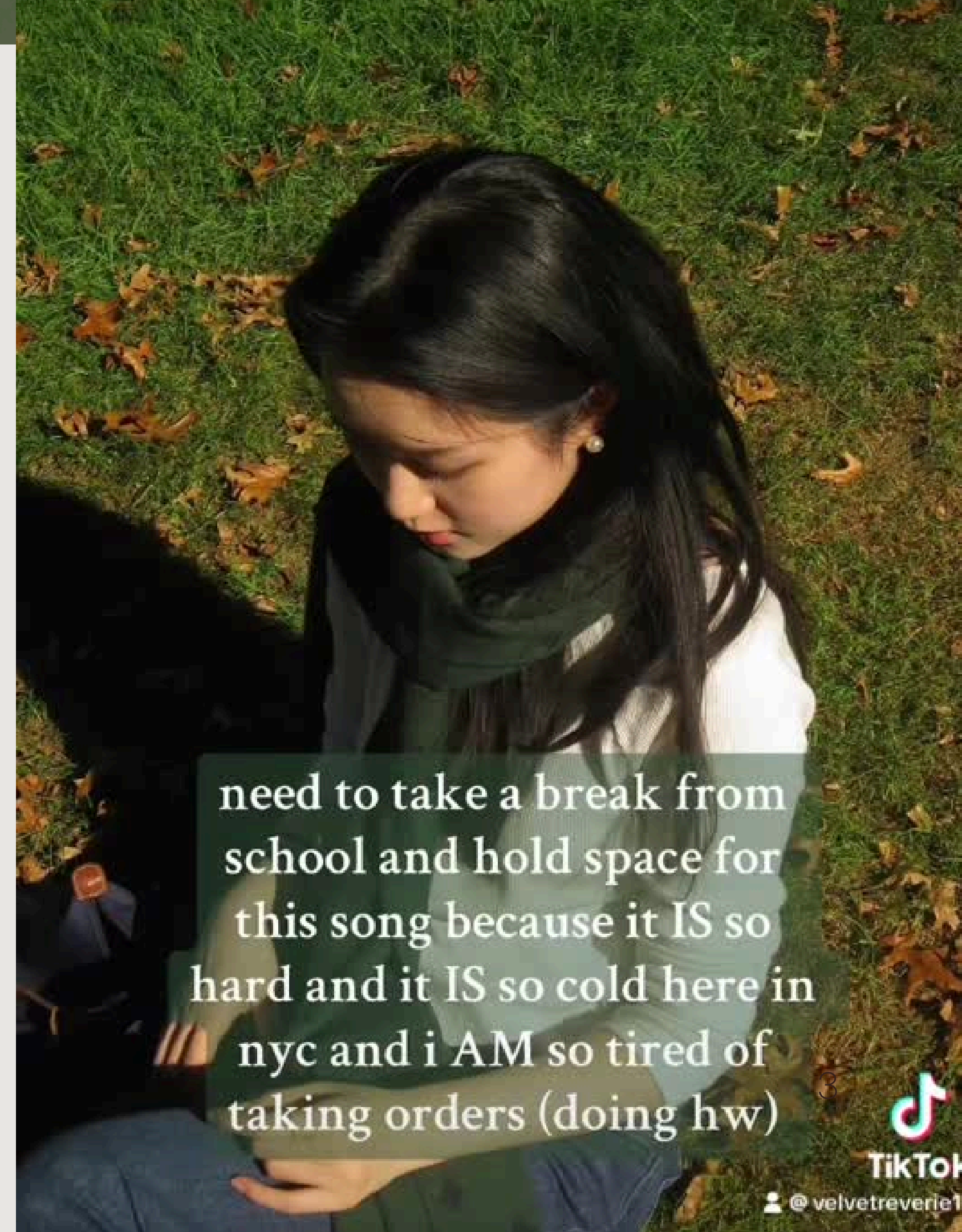


example:

combining relatability, photo, and music -

- ☆ relatable text
- ☆ cute “pinteresty” photo
- ☆ phoebe bridgers song

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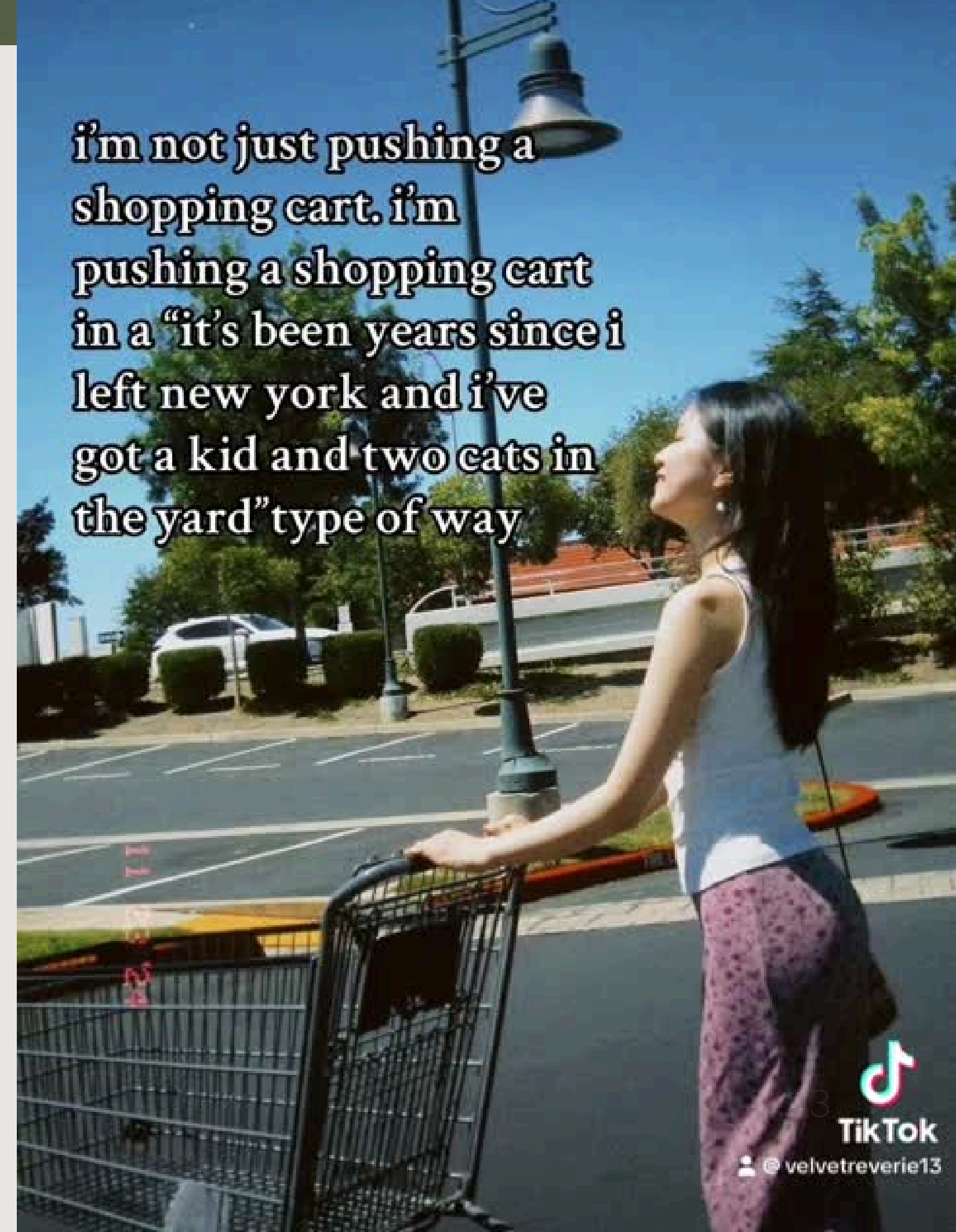
TikTok

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example:

niche “meme”...we really cant explain this one. the girls that get it get it.

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Media Spike:

since the persona is everydayness and the brand is an nyu art student, it was on brand to talk about the class and this project. we used the gossip girl thanksgiving trend.

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thank you!

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