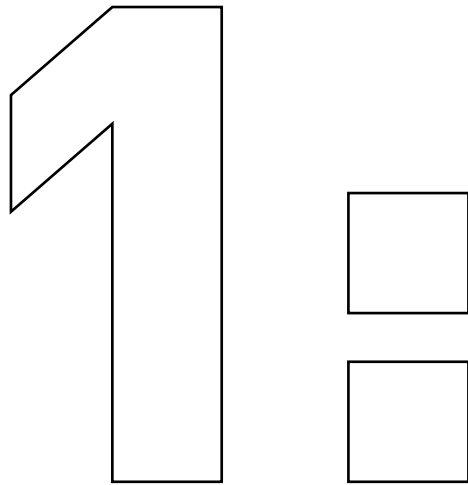


MARKETING PORTFOLIO



CONTENT

1. **University Gardening Society:** Social Media Branding and Offline Campaign P. 1
2. **Urban Farm Project:** Local Start-Up Communications P. 13
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University Gardening Society:

Social Media Branding and
Offline Campaign

About Gardening Society

The Landscaping And Gardening Society (LAGS) at Loughborough University began as an art project in spring 2010 and was formally recognised as a student society in the academic year 2010/11. The society stands out by owning and maintaining an on-campus allotment – a rarity among university societies in the UK.

LAGS' journey has seen its transition from artistic roots to a community committed to environmentally conscious gardening. From the first few years, it comprised a small number of mixed vegetable and herb beds, which have since expanded through seed and cutting cultivation, guided by a dedication to environmental sustainability.

With its membership primarily composed of undergraduate and postgraduate students, LAGS also made significant strides in community engagement through the annual Fruit Routes project starting from 2012, connecting students with local residents.

The society hosts regular Friday afternoon workshops, focusing on specific gardening skills and sustainable practices. LAGS' active participation in the RHS regional contest, particularly "It's Your Neighbourhood," has consistently earned award for its environmental efforts, maintaining the highest level of recognition over the past 8 years.

One of LAGS' current challenges is to enhance its visibility and social media presence to raise awareness among students about the garden space available for relaxation, gardening activities, and community-building.



The Volunteers in Front of the LAGS Shed

Instagram Rebranding

The instagram rebranding features include:

Logo:

Updated to a green gradient circular icon with "LAGS" in Helvetica font for a modern and minimalist look.

Name:

Transitioned to "LSU lags." with a tree emoji for a more harmonious and mellower style.

Bio:

Expanded to a two-line introduction with emojis for key information clarity.

Address:

Added in Instagram commercial mode to enable the address feature, with better accessibility.

Highlights:

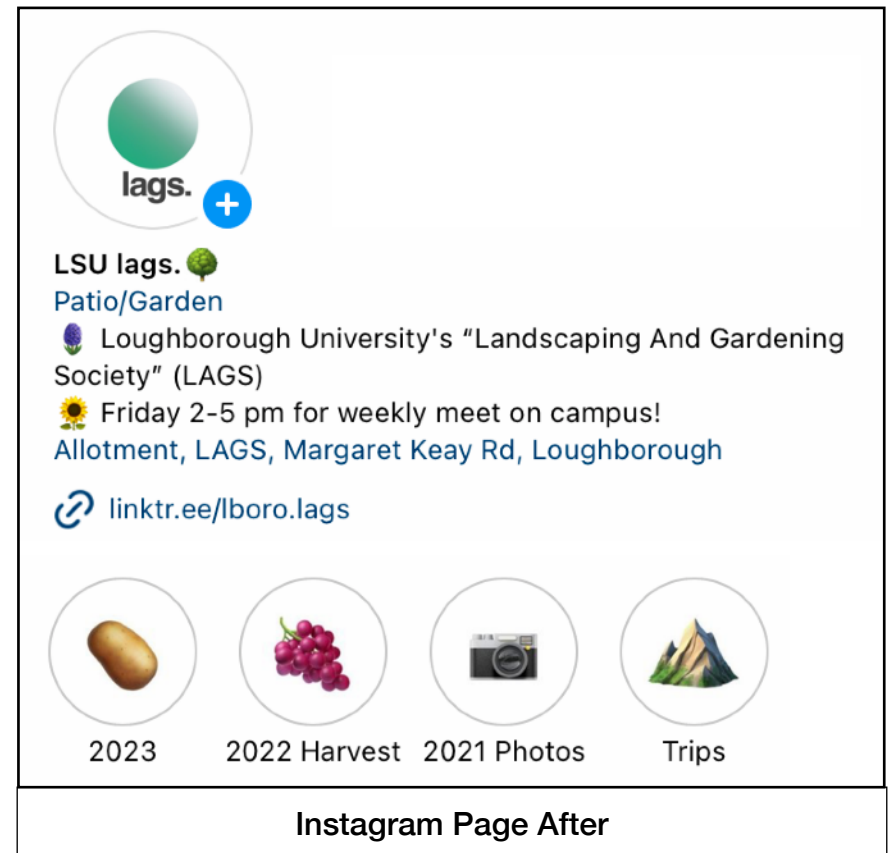
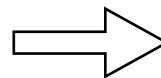
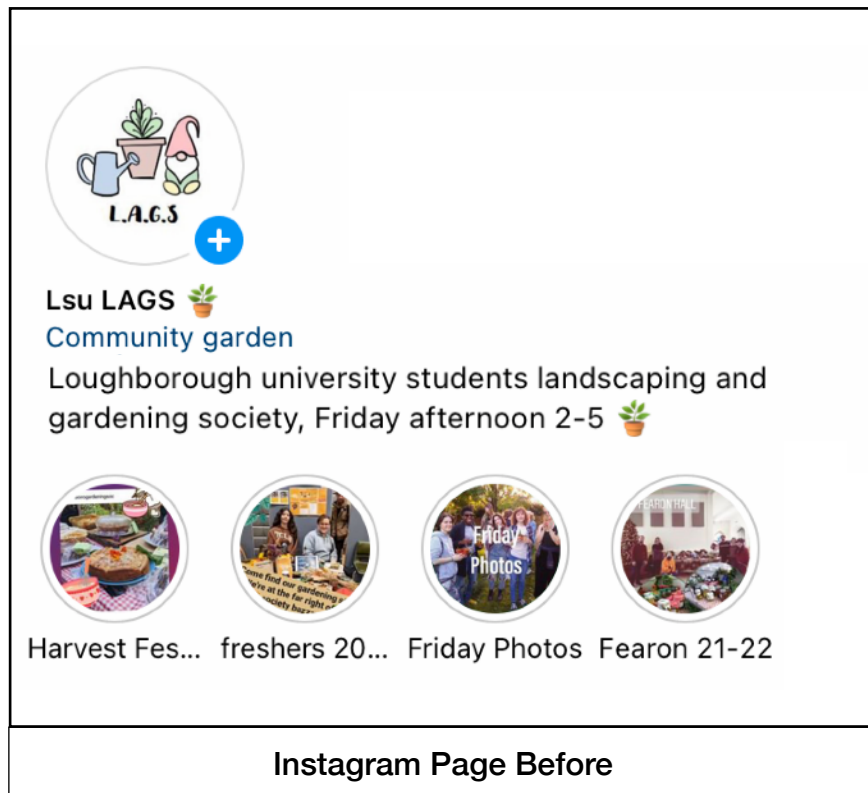
Organised with emoji-themed covers, named by year for clarity.

Links:

Crafted an "Link in Bio" with essential links.

Static Posts:

Created a coordinated style for static social media posts.





@lboro.lags
Hi here is LAGS! A student led Gardening society at Loughborough University!

Location of LAGS Garden ...

Membership of LAGS at LSU ...

A Small Gallery of LAGS ...

Insta of LAGS 🌿 ...

Facebook Group of LAGS ...

'Link in Bio'



Static Content for Social Media

Content ideas include yet not limit to “Do You Know” (Plant Identifying), “Flower Search” (Flower Photos Collection), “Memories & Highlights”, and Collaborations (with Other Societies and Teams). Here are some examples:

Promotional & Collaboration Post



Regular Post Series: Flower Search On Campus

👁️ Flower Search around campus



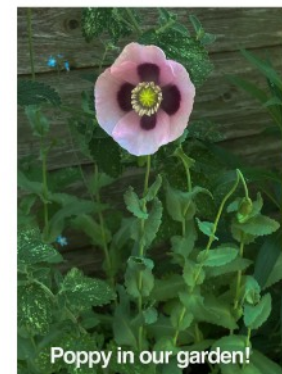
What might this be? 🐞



This is Seaside Daisy!



This if of course
Forget Me Not



Poppy in our garden!



Feverfew!



Garden Cosmos!



Da...ffodil!

Also, send us some of your flower search!!!

Offline Campaign

LAGS Poster: Floral (A3 Size)

Distribution: 15*3 posters printed and displayed in various departments and campus facilities.

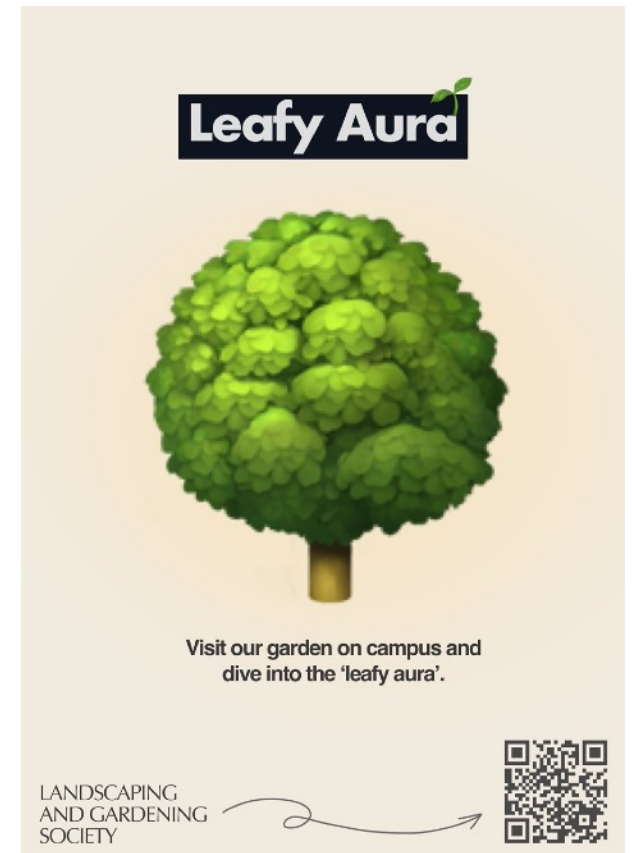
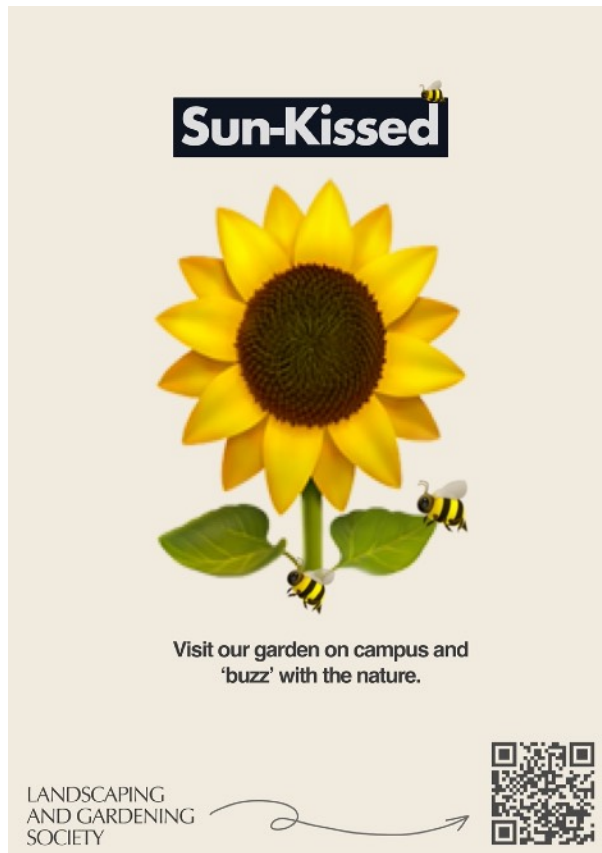
Design Rationale: The series aims to grab attention with eye-catching floral visuals, diverse colour themes, and intriguing headlines. It leads viewers to our Instagram for online content and encourages them to explore the LAGS further.



LAGS Poster: Emoji (A3 Size)

Distribution: 5*3 posters printed and displayed in various departments and campus facilities.

Design Rationale: The series aims to grab attention with playful emoji visuals and intriguing headlines. It leads viewers to our Instagram for online content and encourages them to explore the LAGS further.





LAGS Leaflet (A5 Size)

Distribution: 250 copies of leaflet are distributed to students who show interest in joining the society, some copies are displayed around campus.

Design Rationale: A compact size with a clear call-to-action, guiding individuals to our Instagram where they can access essential information and promotions.



LAGS Stickers (51mm Size)

Distribution: Created as gifts for society members and displayed at the garden shed.

Design Rationale: Focused on fostering a youthful and united community spirit, these stickers feature a green theme.

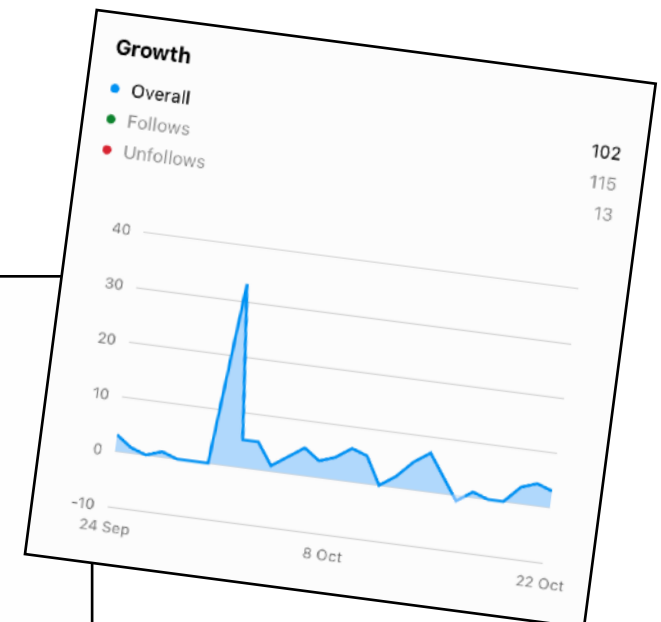
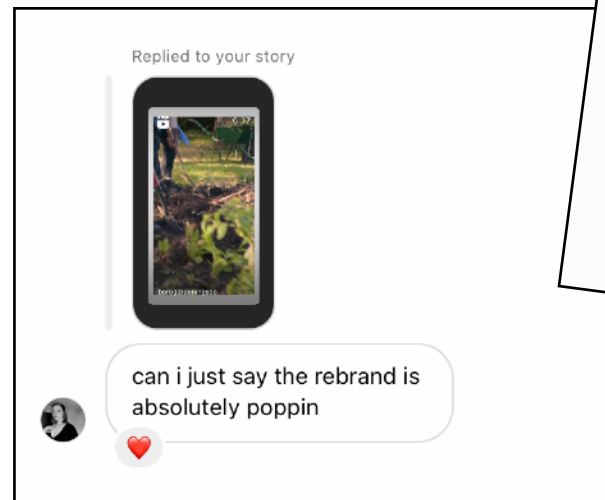
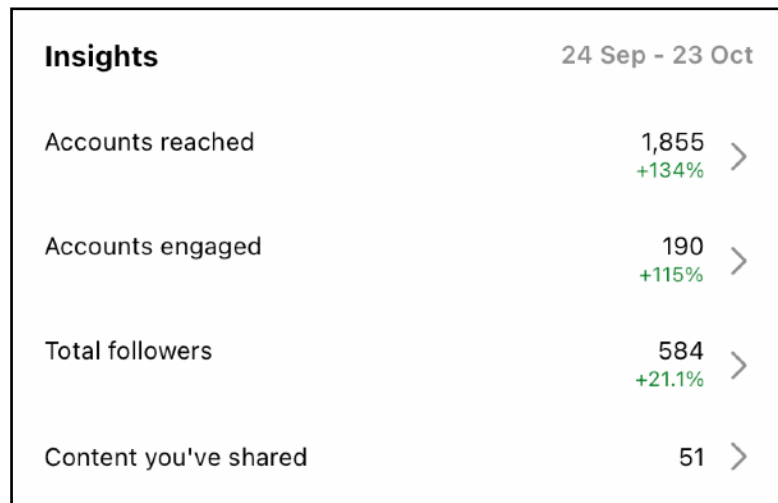


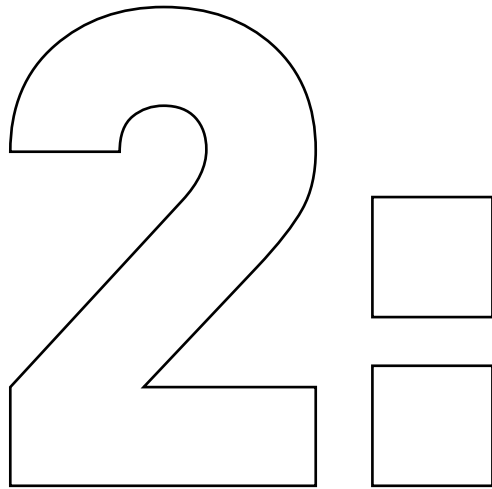
Results & Feedbacks

In the first month of the academic year (24th Sept to 23rd Oct, 2023), the account's engagement rate surged by 115%, reaching 1855 accounts – a 134% increase.

Impressively, this three-year-old account's total followers soared by 21.1% in just one month.

There are also positive comments from student members and student union officers, such as one Instagram story comment: “Can I say the rebrand is absolutely poppin’!” And the Student Union Sport and Outdoor Activities Head said: “I like you style of pictures!”





Urban Farm Project:

Local Start-Up
Communications

About the Project

Shelthorpe Urban Farm Project was initiated by The African Oasis CIC in January 2020, granted by the local council in 2023. This project is a collaborative effort, uniting professionals from the UK, Europe, and Africa. Partnering with the African Diaspora Community in the UK, the project's mission is to empower marginalised communities, particularly women, disengaged youth, refugees, and those with disabilities. It offers sustainable business solutions, fostering income generation and community development.

Vision: The project envisions a more equitable world, aiming to uplift lives and livelihoods.

Innovation: By redefining land use and introducing modern farming techniques such as aeroponics and aquaponics, the project promotes education, entrepreneurship, and community cohesion. It's about growing more than just food; it's about cultivating communities, knowledge, and opportunities for a brighter, more sustainable future.

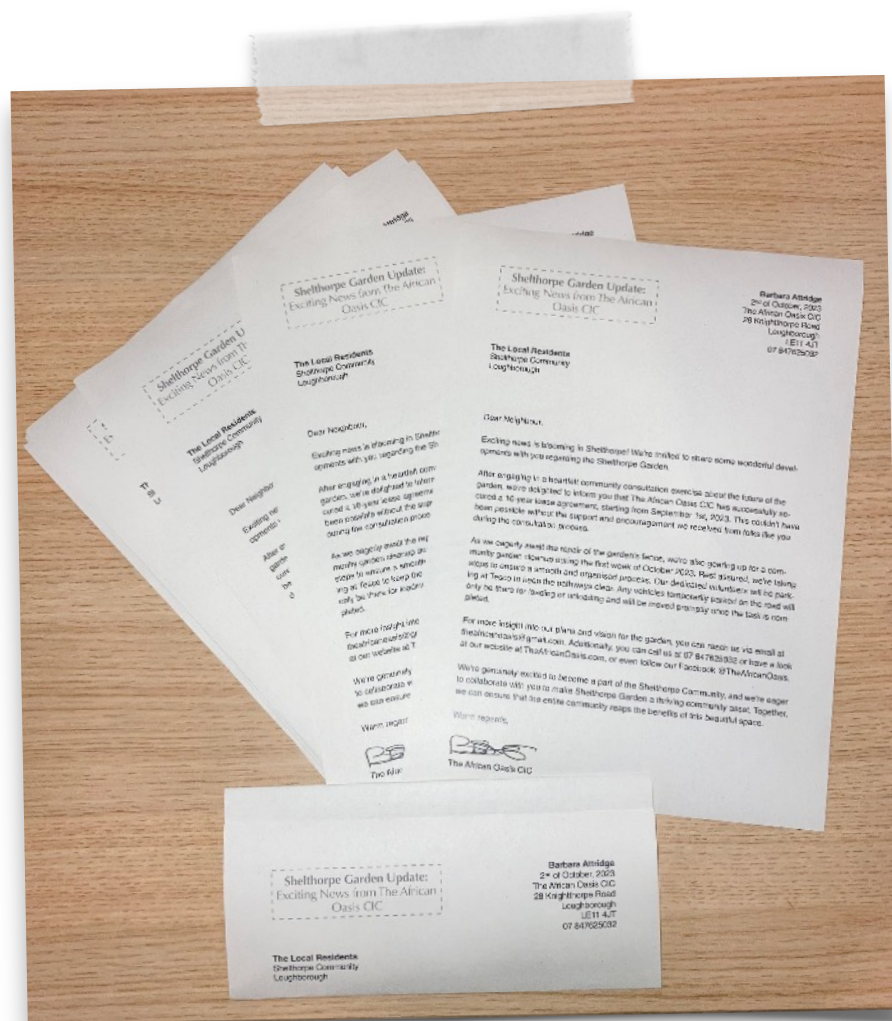
Publicity Challenge: A key challenge has been enhancing media presence and publicity to reach a wider audience and create greater awareness of the project.

Professional Email Setup:

Professional email communication is essential for the Shelthorpe Urban Farm Project. It establishes credibility, facilitates efficient communication, and ensures a structured approach.

I opted for Zoho Mail due to its cost-effectiveness and dependability, aligning with the project's early stage. The setup features two distinct addresses, Operations@TheAfricanOasis.com and Info@TheAfricanOasis.com, strategically covering various aspects of business and project communication, allowing for clear and effective correspondence.

A Letter to the Local Community:



Shelthorpe Garden Update: Exciting News from The African Oasis CIC

Barbara Attridge
2nd of October, 2023
The African Oasis CIC
28 Knightthorpe Road
Loughborough
LE11 4JT
07 847625032

The Local Residents
Shelthorpe Community
Loughborough

Dear Neighbour,

Exciting news is blooming in Shelthorpe! We're thrilled to share some wonderful developments with you regarding the Shelthorpe Garden.

After engaging in a heartfelt community consultation exercise about the future of the garden, we're delighted to inform you that The African Oasis CIC has successfully secured a 10-year lease agreement, starting from September 1st, 2023. This couldn't have been possible without the support and encouragement we received from folks like you during the consultation process.

As we eagerly await the repair of the garden's fence, we're also gearing up for a community garden cleanup during the first week of October 2023. Rest assured, we're taking steps to ensure a smooth and organised process. Our dedicated volunteers will be parking at Tesco to keep the pathways clear. Any vehicles temporarily parked on the road will only be there for loading or unloading and will be moved promptly once the task is completed.

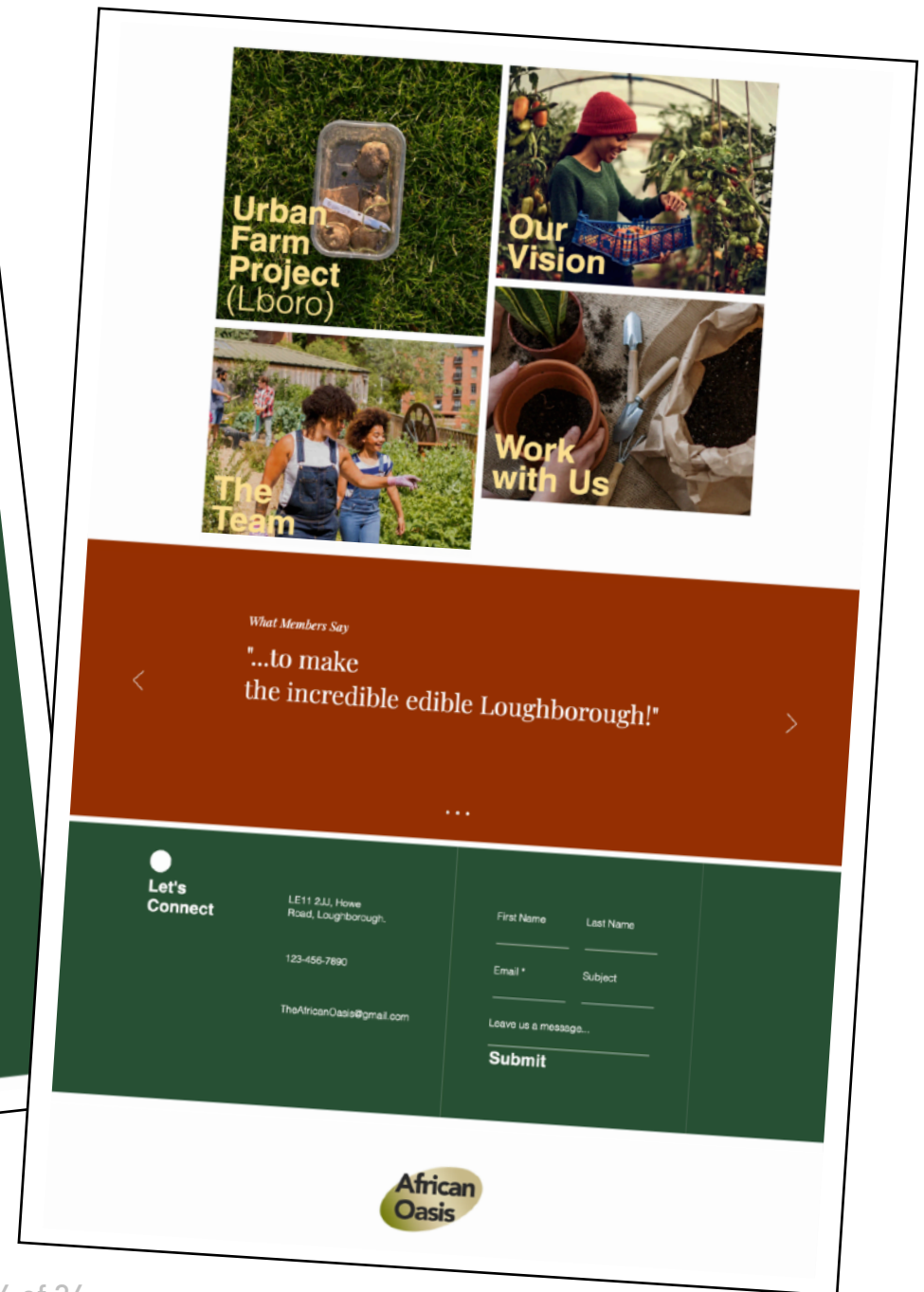
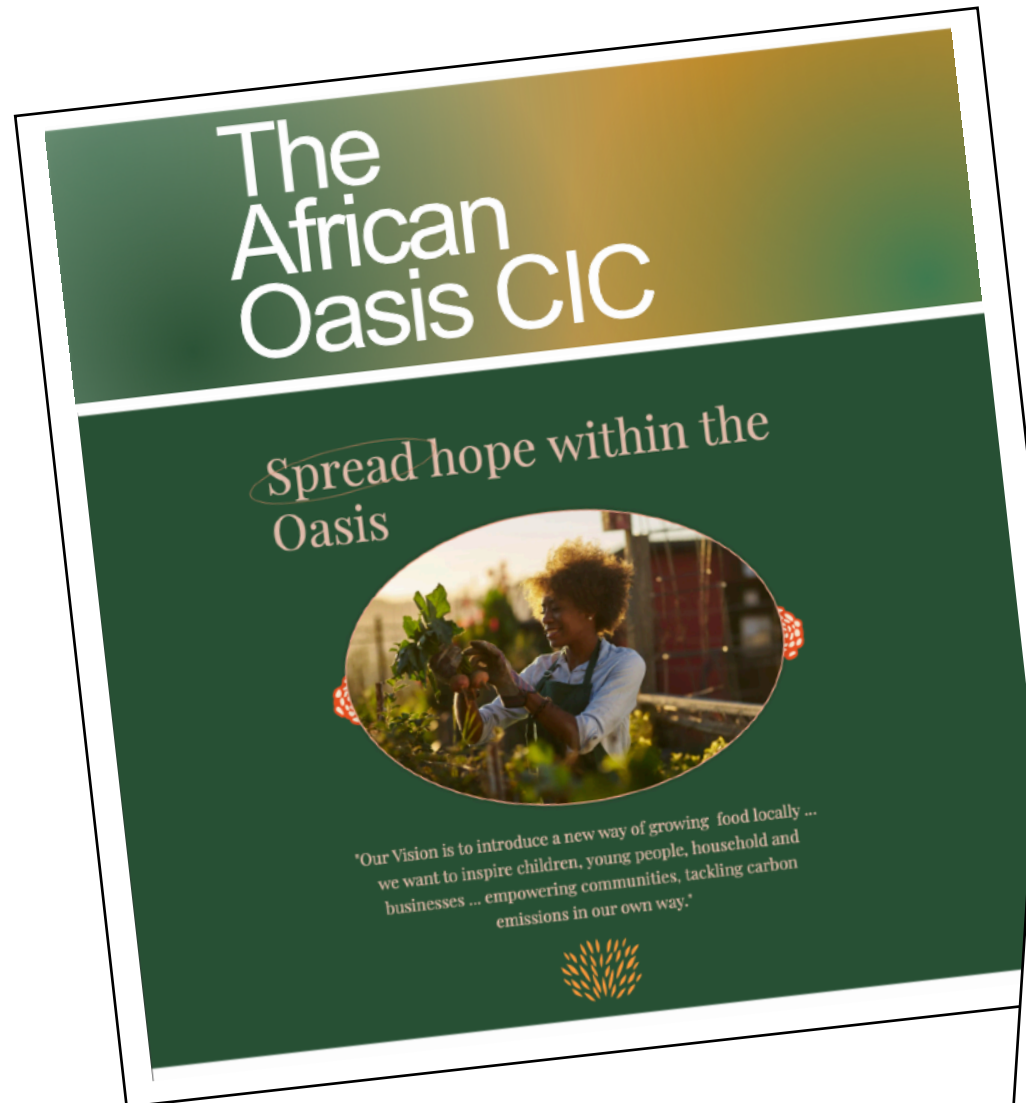
For more insight into our plans and vision for the garden, you can reach us via email at theafricanoasis@gmail.com. Additionally, you can call us at 07 847625032 or have a look at our website at TheAfricanOasis.com, or even follow our Facebook @TheAfricanOasis.

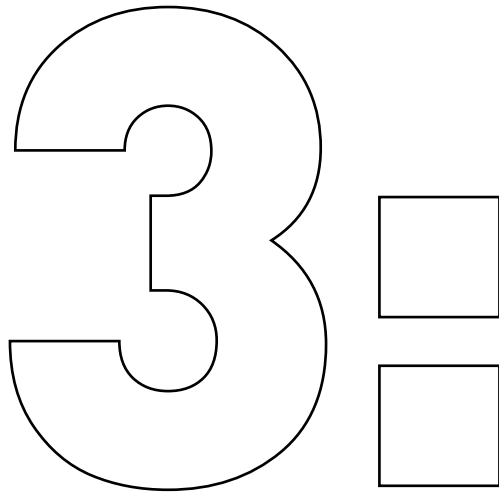
We're genuinely excited to become a part of the Shelthorpe Community, and we're eager to collaborate with you to make Shelthorpe Garden a thriving community asset. Together, we can ensure that the entire community reaps the benefits of this beautiful space.

Warm regards,

The African Oasis CIC

Website Design Using WIX:





Fashion Brand:

Graphic Design for Social
Media Post

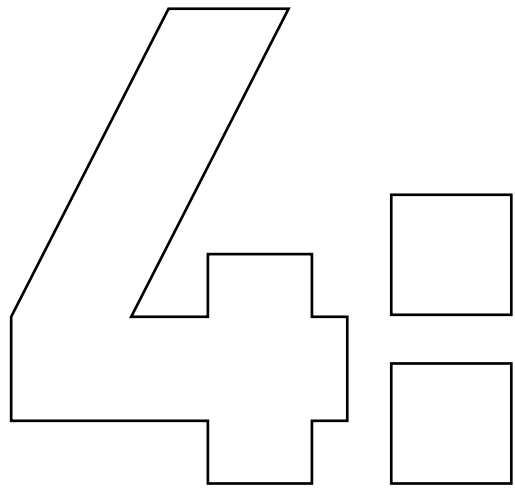
Graphic Content Series

Instagram Posts



Instagram Story Info & Background





Photography:

Events, Urban, and
Fine-Art Genres

Event Photography:



Halloween Night-1
2023, Loughborough Student Union



Halloween Night-2

2023, Loughborough Student Union



Halloween Night-3
2023, Loughborough Student Union



Bonfire Night-1
2022, Loughborough



Bonfire Night-2
2022, Loughborough



AU Badminton Training
2022, Loughborough



AU Badminton
2022, Loughborough



Harvest Event Game
2022, Loughborough



Harvest Event in the Orchard
2022, Loughborough

Urban & Fine Art Photography:



Wedding Bus, Protesting Crowd, and White Hall
2022, London



Eaves

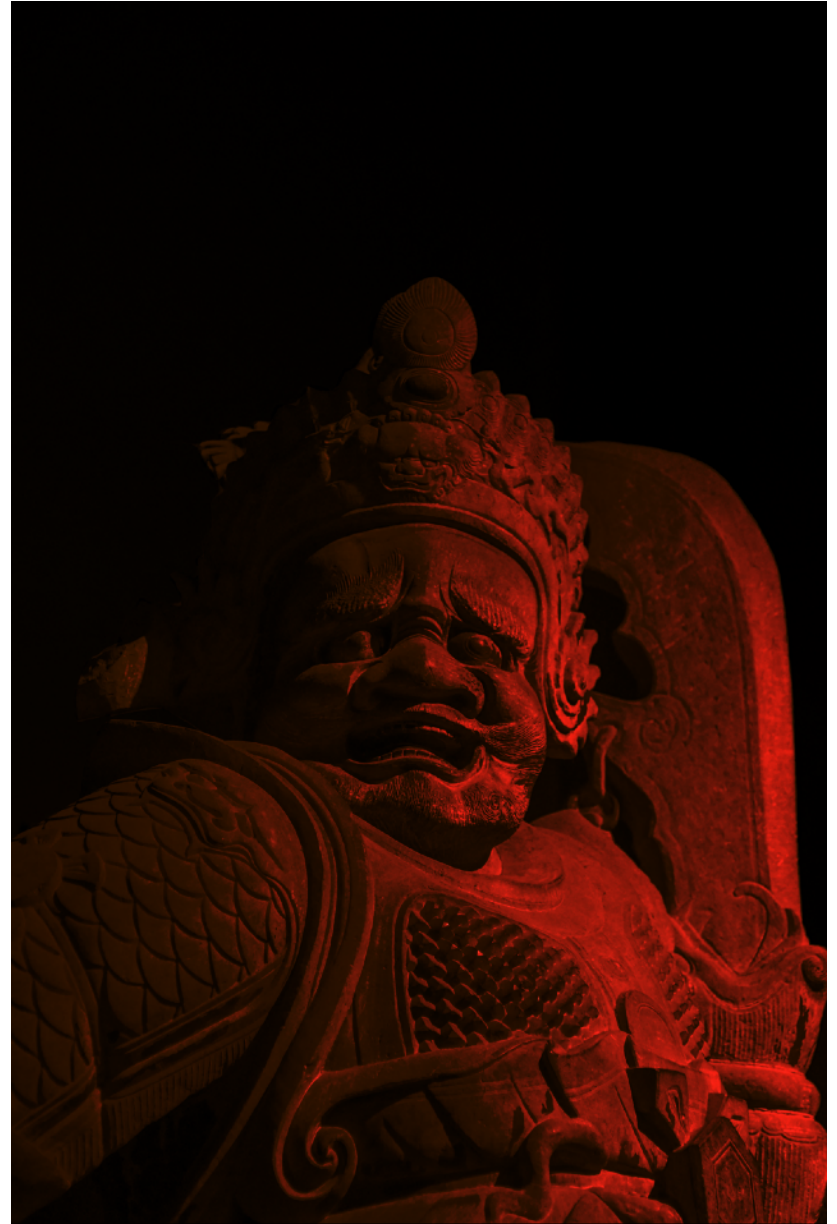
2021, Suzhou



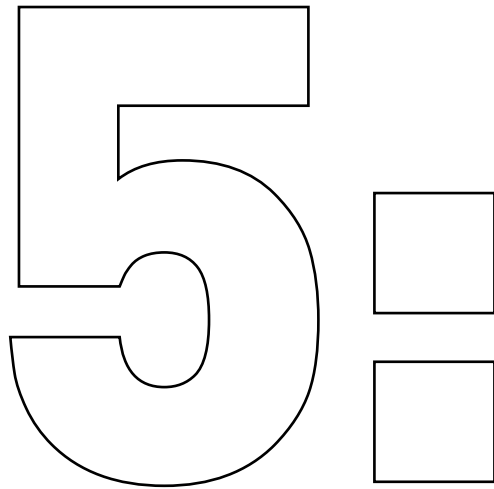
Church of the King's College, Infrared
2022, Cambridge



'Watchers' in Motion
2023, Loughborough



The Wrathful
2023 (Alt), Shaanxi



Blog Writing: On Academic Books

Podcast Review of *the Digital Lives of Black Women in Britain* by Media Scholar Sobande



“General statement of representation matters can very much be empty statement, I’m more interested in the politics that surround representations ... and the realities that black women have to navigate as a result of them.”

With her lovely Scottish accent, Francesca Sobande, a media scholar from Cardiff University, talked about the ambition of her new book in a podcast with Dave O’Brien.

There are definitely some buzzwords getting more popular in recent years, such as representation, feminism, and BLM (Black Lives Matter). It’s a good thing that people know more about these issues, yet, is it all good, nothing but good? Francesca seeks to present some nuanced answers to this inquiry through her book, especially from the perspectives and experiences of black women in Britain. One point standing out is that, similar to greenwashing, the mainstream representations of ethical minorities, particularly the representations of black women in corporates, largely serve the purpose of showcasing the corporates’ seeming social responsibility and diversity. This kind of representation is, as argued by Francesca, spectacularising and objectifying black women and acting as corporate washing and fed into racial capitalism.

This reveals a corner of the bigger picture. There exists intersectionality with racism like sexism, xenophobia, and Islamophobia. However, it’s not all doom and gloom, through interviews and media archives, Francesca also foregrounds how British black women strive to craft their narratives in the digital spaces in her book, such as using platforms like Twitter (X at the time of writing) and YouTube. A good example is the black

women's natural hair vlogs on YouTube, in which black women share knowledge about hair and beauty. It's not just about hair – it's about identity, community, and a sense of belonging.

Isn't this timely? Just to envision a time scale of feminism movements: 1848 – 1920 as the first wave, 1963 – 1980s as the second wave, 1990s as the third wave, and 2010s – present as the fourth wave. Social media spaces became popularised in the 2010s, resonating with the fourth wave of feminism. Against this backdrop, examination of the digital experiences of black women becomes very crucial, not to mention with other complexities rising more recently like far-right politics and online harassment, which this book also touched upon.

The podcast itself is concise, if you are interested in this topic and don't have much time to read the whole book – go for the podcast for a glimpse. Francesca's Scottish accent does some magic as she explains how her mixed ethnic background and Scottish upbringing inspire her research on related issues. The podcast host Dave O'Brien, a Professor at the University of Manchester, also contributes some insights and makes it more engaging. Nonetheless, there are some points for a better listening experience. For instance, incorporating more stories of personal significance and motivating Francesca to do related research, would



make it even more engaging and provide unique backstage stories not included in the book. Another point would be giving more contexts on case studies, since some of the audiences might haven't read the book, it'd be easier for them to grasp the ideas.

[View it on Medium Webpage.](#)

Thank you for your review.

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