

Assessment 2- Reflective Critical Review Report on my Digital Project Portfolio

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Process, Media Choices and Rationale

My project started with buying an and Wander jacket, a Japanese brand specialising in outdoor clothing. I was aware that this not a well known product in the UK. I researched whether there were any UK based and Wander marketing campaigns and there were none. I saw this gap in the market and decided that I would use this as the focus for my project because of my fashion and outdoor interests.

Zeiser explains in her book about the power of transmedia marketing how 'embracing multi media platforms reaps huge rewards' and how bringing together storytelling and marketing techniques build loyalty in an audience to promote brands and merchandise. (Zeiser 2015 p 4)

I chose to use photography and video on social media (Instagram) and to create a website (a closed adobe spark web page) and a QR Scan to link to the web page. I intend to print the code on stickers to distribute. I chose Instagram for its convenience as I already had an account and due to good potential " Insta has been a major power player... This is particularly true for ecommerce businesses, which get access to a visual-focused platform with enthusiastic followers and high engagement." [The Beginner's Guide to Instagram Marketing \(2022\) \(shopify.com\)](#).

The reason for my choice of sticker is that it can create wider awareness for your brand and or service. [Stickers – The Old School Form of Social Media – colorbase.com](#). I also see it as being a closed campaign to build a particular hype and exclusivity. Many big brands such as Supreme, Corteiz and Lostboys have tailored the method of only selling selected clothing in a drop or sale and this builds a following.

I began thinking of how I wish to compile a visual project. I saw two main themes, one being the Welsh motifs and the other being the Japanese motifs.

Jenkins in his writing on convergence culture theory recognises changing relationships and experiences with new forms of media and how industries and different mediums of media have expanded and overlapped. I have particularly researched his ideas about transmedia storytelling which he describes as a process of using multiple delivery channels for different parts of a narrative that create 'a unified and coordinated entertainment experience' and that this gives an economic advantage (Jenkins 2015).

At the heart of my 'story' in this campaign is the jacket itself, it is the main character being transported through its world of mystical Wales and Japanese Zen Buddhism inspired by Minimalism. It is represented strongly through my artistic images and a video which shows the test of the jacket's character in poor weather. The jacket and its brand is mentioned throughout the caption of the campaign. The visual decision I took was to create a marketing campaign out of a fusion between Japanese and Welsh culture.

I discussed with my friend Glyn the potential of the project and he agreed to take part.

My original idea for a location was Cadair Idris. The reason being that it has spectacular views and the potential to intertwine the mythical side of Wales to the story. I had researched the story of Idris the Giant and I wished to fly my drone, sadly due to the stormy weather Glyn and I decided on a Plan B of going to the Hafod Estate, Pontarfynach.

We went to Hafod on the 7th of January due to Glyn's availability. It was a suitable location due to its history with its unique buildings and remoteness. It was designed as showing Wild Wales to travellers in the 18th and 19th centuries. The Hafod has large grounds and walks and there is a famous archway built by Thomas Johnes in 1810. I have walked around the gardens and woodland walks often and this helped me pick the right place for creative shots.

Filming at the Hafod required some improvisation, without a storyboard, and in the rain I had to think fast.

I took props with me to use as symbols of Wales and Japan culture coming together to use in the shoot a Japanese bowl and a Wales scarf.

I took lots of photos and also film footage under the archway and then we went on to the river location and I saw the opportunity to take photographs of Glyn drinking water from the river from the bowl and also to balance the bowl on a stone in the river. I wanted to represent the themes of being close to nature and the fragile balance of life as part of the story and I have researched zen buddhism's ideas.

The weather got worse and so we went more into the woodland for shelter and I took video footage of Glyn walking amongst the tall trees with darkness creeping up which helped to show mystical nature and special atmosphere of the place.

After getting home I chose the photos and made the film edit while it was all fresh. I posted the film and images on Instagram and created a website. On the website I write a narrative to go with the photos and film explaining my story and background ideas.

Audience Testing/Feedback

As shown in my digital portfolio, my audience testing has been valuable. I posted on Instagram (@gethelwyn) and chose 5 hashtags and received the following engagement:

Likes = 180; comments = 6. The comments were all positive and enthusiastic. I have reached 782 accounts and there have been 7 saves of my post and 120 people have checked my profile activity. I was particularly pleased that Rory Griffin, the professional photographer responded. There are people who now wish for me to photograph or video projects for them after seeing the post.

The engagement makes me feel that the viewers and audience are as satisfied with it as I am, and most importantly can understand the vision I was trying to create.

Reflection

I have learnt a lot from this project. I really enjoyed collaborating with Glyn and I would want to work with more collaborators of all kinds in future projects eg photos for the weather app. I am also definitely now thinking about what companies I could contact.

Miller writes in her book how transmedia work can help you be more creative because the user gets more involved (Miller 2008). I am happy that so many people have seen and liked my posts and this will help me get more confidence and inspire me on with my ideas for other projects.

References

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