

the 3o5



Sarah Olbrantz, Gianna George, Darby Underdown, Sophia Baltzer,
Cassidy Rowland, Kenzie McBrayer

The Creative Brief

Key Fact:

Eighty-one percent of U.S. tourists are considered “cultural tourists” – one that travels to experience the authentic culture of the communities they visit, which can aid in preserving that culture

Problem that Advertising Must Solve:

With the destruction of some of the popular original landmarks of the city, some of the original culture of Miami is being forgotten. There's little brand awareness around the authentic, Miami 305.

Advertising Objective:

- We want to reach Dade county locals and those interested in Miami culture by increasing brand recognition through showcasing nostalgic designs inspired by locations and businesses with rich cultural history
- By building up this idea of Miami pride and nostalgia, locals will be inspired to share their culture through 305 designs, and tourists and newcomer's interests will help preserve it

Target Audience:

- Men and women ages 24-30 in the working/middle class either from the Miami area or tourists coming to the area looking to experience authentic Miami/Dade county culture
- Residents in their mid-20s-early 30s who have experienced the same nostalgic landmarks and culture as the owner, Everton Allen
- Income ranging from \$50,000 – \$80,000
- Consumers of streetwear and looking to support small locally owned brands
- Tourists coming to Miami
- In tune with pop culture, nightlife, and music Engage heavily in social media
- Attend music events, flea markets, and enjoy local food vendors

Principle Competition – Direct:

- Stray Rats: a deeply nostalgic streetwear brand that uses graphics with the 80s and 90s theme throughout. A widely respected brand with rising Miami rapper Denzel Curry seen sporting the brand. (Price range: \$34-\$150 dependent on clothing item)
- 8&9: use Miami's much-loved hot pink and blue hues in color schemes. They offer collaborations, memorable designs and strong use of the logo throughout designs. Sold in over 250 stores nationwide. (Price range: \$30-\$80 depending on clothing item)
- Duvin: Influenced by the beach and surf culture of Miami, the brand combines the laid-back vibe with witty phrases such as "Filthy Flamingo Surf Gang." Duvin is sold in over 70 stores nationwide. (Price range: \$25-\$70 depending on clothing item)
- Other brands that use the namesake of 3o5 such as convenience stores, or gift shops that sell inauthentic clothing with the area code 305 on merchandise.

Tone and Concept:

- Concept: Vintage-inspired designs that encapsulate the Miami culture and iconic landmarks that are slowly being forgotten.
- Tone: Nostalgic, Proudful, Culturally aware, Sentimental, Preservative

Key Consumer Benefits:

The 3o5 clothing line provides a fashionable and hip way to allow residents and tourists of Miami to represent and preserve authentic Miami culture.

Reason Why:

- Benefit: nostalgia, preservation of true Miami culture, current and trendy streetwear, personal experience with Miami, fun
- Part of the proceeds from "The West" campaign went to the team and staff shirt donation at Miami Northwestern Sr. HS.
- The owner of the brand, Everton Allen, is from the area, so he brings an authentic perspective of the Dade/Miami culture.
- Affordable compared to other major street wear brandsCustomers can feel a sense of pride through supporting a Miami local while repping authentic Miami streetwear even if they are tourists.
- Clothing is sourced through local Miami print shops

Mandatorys and Limitations:

Website: the3o5.com



The Traditonal Write-up

Print Ads and Social Media

For the traditional aspect of our campaign, we decided to incorporate the rich culture and the well-known and loved landmarks of Dade county into original designs on print ads. The designs will show diverse figures dressed in The 305 Brand, placed at Carolmart, a local high school's sports complex, and the restaurant La Sandwicherie. The print ads will be posted on social media and used on flyers promoting The Dade Experience sponsored by 305 brand event.

ALWAYS US. ALWAYS DADE.

REP THE CRIB – SATURDAY MARCH 20, 2020

**FLEA MARKET
CAROL MART**

Become a part of real Dade culture at the Dade Experience event hosted by the 3o5 brand. Live music from local talent KingHoodie and Savannah Christina, local eats from Jackson Soul food and Le Sandwicherie, and the main event– a skate competition. Winner takes home some 3o5 merch that's true to the crib.



[the 3o5 brand by everton allen]



LIVE THE DADE EXPERIENCE

REP THE CRIB – SATURDAY MARCH 20, 2020



Become a part of real Dade culture at the Dade Experience event hosted by the 3o5 brand. Live music from local talent KingHoodie and Savannah Christina, local eats from Jackson Soul food and Le Sandwicherie, and the main event– a skate competition. Winner takes home some 3o5 merch that's true to the crib.



[the 3o5 brand by everton allen]

THE DADE WAY SINCE '88

REP THE CRIB – SATURDAY MARCH 20, 2020

La SANDWICHerie

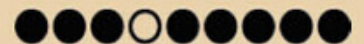
La SANDWICHerie

MADE IN DADE



PRODUCT

Become a part of real Dade culture at the Dade Experience event hosted by the 3o5 brand. Live music from local talent KingHoodie and Savannah Christina, local eats from Jackson Soul food and Le Sandwicherie, and the main event- a skate competition. Winner takes home some 3o5 merch that's true to the crib.



[the 3o5 brand by everton allen]

The Non-Traditional Write-up

The Dade Experience sponsored by 3o5 brand

The event will take place at a local skatepark, and there will be a skate competition. This will highlight the skater style of the brand, and attract a young audience. There will also be local food vendors and music artists, which will give a legitimate taste of Dade culture. This will be marketed toward both locals, who are part of the culture, and tourists, who want an authentic experience. The 3o5 brand will be advertised as the sponsor and organizer of the event. The clothing will make good souvenirs for tourists, and local skaters will be exposed to a new brand that fits their style. The event will create a persona of authentic Dade culture and Miami pride for the 3o5 brand. The event will consist of a skate competition where the winner will take home merch from the 3o5 brand. The people attending the event can enjoy live music from local talent, and food from local vendors all while watching the skate competition take place. This event will be a hub for local Dade culture.



Mock up of what the event
at North Beach Skate Park
would look like

The Microsite Write-up

The Dade Experience: YouTube Channel

For the microsite, we would create a YouTube channel that would be home to the vlogs of the Dade experience. The four main types of vlogs would include, going to different restaurants, the production process, speaking with local artists, and lastly, vlogging different events going on in the area. The restaurant vlog series would occur at the favorite local spots and would include speaking to the owners and showcasing the cuisine. The production process series would include showing the consumer the entire production process of 3o5 merch as it occurs locally in Miami. The consumer would have an opportunity to see how the items are made and meet the people behind the brand. The Meet the Artist series would include speaking with local Miami talent and showing a day in the life. Lastly, the Event series would include vlogging different local events occurring in Dade county such as flea markets or football watch parties. By creating a YouTube channel centered around the 3o5 brand, not only will 3o5 become more recognizable, but the consumer will be able to see what true Miami culture is like through the lense of a camera.

The Dade Experience

Local Grub: Vlogs

Le
Sandwicherie

Royal
Castle

Jackson
Soulfood

Crabman
305

The Production Process: Vlogs

Meet the people
behind the brand

Where it's made:
Local in Miami

Where it's
sourced

Meet Local Talent

Savannah
Christina

King
Hoodie

MajorNine

Veronica
Vega

Events: Vlogs

Our Event

Local Flea
Markets

Pop-up
Events

Local
Festivals



MIAMI

Miami VLOG #1..... CRAB MAN 305

52,492 views Jan 10, 2020

312

15

SHARE

SAVE



The 305

100.3K subscribers

SUBSCRIBE