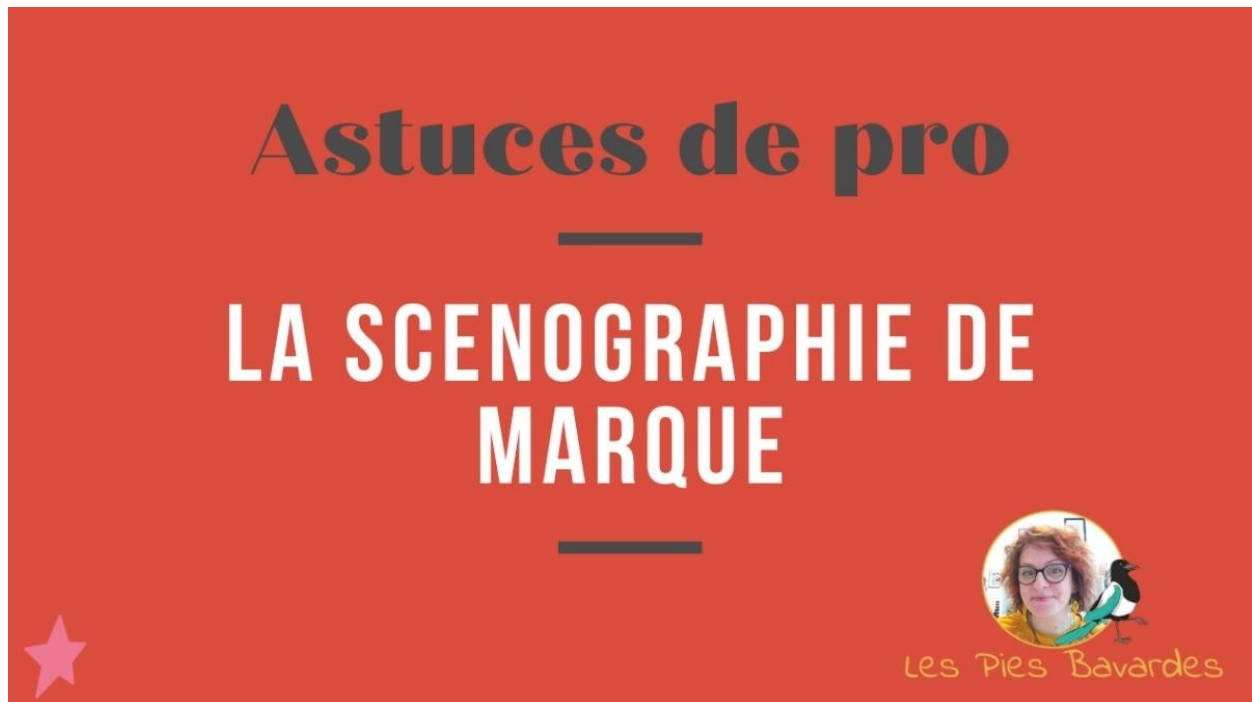


## PRO TIPS (EPISODE #6): BRANDING AND SET DESIGN

By : Les pies bavardes



### How to make scenography?

We are delighted to welcome back Mélanie, author of the blog Les Pies Bavardes, for the sixth video episode of our monthly rendez-vous.

In this new video, Mélanie comes back to branding, or rather the scenography of branding.

As a reminder, a company's brand image is the image perceived by the public and therefore by your customers.

### How to create a brand image?

To build a strong brand image, you need to know your brand and especially your why (episode #5: the emotional signature). Develop your brand image by finding references that are consistent with your products, your target clientele, your universe, your prices, your why.

To learn how to define a brand image, check out episode #2 of these professional tips.

### What are the components of a brand image?

- the company's graphic charter: colors, patterns
- typography used must be consistent
- the proposed photos
- the universe



## How to make the scenography ?

lighting, furniture, signage, decoration, colors

The decoration of your stand must reflect your universe.

It is not a question of putting your products on a stand and waiting for your customers. It is about staging your work to attract the right customers, by entering your universe, your potential customers are more likely to make a purchase. The scenography is part of your selling points.

Important element of your scenography: the kakemono

### how to make a good kakemono?

The kakemono is a kind of poster on a vertical support. Pleasant to look at, but also practical with serious information. Unlike the roll-up, the kakemono is suspended.

It is not just a decorative element, it is also an ideal communication support for exhibitions, markets, fairs, exhibitions...

It must therefore be thought in a vertical format and not horizontal.

At a glance, the target audience must capture your universe and your message.

1. Take care of the visual. A visual adapted to the vertical format and representing your universe
2. Colors, typography, shapes in adequacy with your brand image.
3. The logo of your brand and a catchy phrase (your why) at eye level of your potential customers

All these tips and tricks do not only apply to booths on designer markets, you can also transpose them in the space dedicated to you in a store.



