

COOLOR
CAMPAIGN



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THE COLOR SCHEME

This project is centered around Nanoleaf Smart Lighting products and the variety of color schemes they can provide. How they can reflect different moods, people and activities.

As of now, Nanoleaf only caters to the Millennial gaming crowd. For this campaign, the plan is to widen their target audience to encapsulate the broader Millennial crowds and Gen-Z, focusing on other aspects that ambient lighting can enhance.

PRINT COLLATERAL

The print advertisements will be used as a baseline for the styling on this campaign, utilizing bold colors with surrealistic imagery to capture the attention of the Gen-Z to Millennial audiences.

These prints will be focused in technology sections of home decor magazines, as well as WIRED that has a big audience in the younger demographic.

COLOR OF YOUR PLAYLIST

All good concerts have top tier lighting to really sell the feeling. Why should your personal listening experience be any different? With Nanoleaf's reactive lighting, your lights can move and flow with the music. Listening to some relaxed rap? A deep red and slate blue will flow perfectly with whatever you throw at it.



nanoleaf[®]
modular smart lighting



COLOR OF YOUR GAMING

Every gamer worth their salt knows having the more stylish setup is the name of the game. With Nanoleaf Smart lighting, create dynamic ambient lighting scenes that will up your game and bring you to the next level of style. The best combination? A deep blue for focus and pink to compliment should do the trick.



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modular smart lighting

COLOR OF DANCE

Ambient lighting can be a powerful tool. Creating color associations throughout your day can improve productivity and enhance mood. With Nanoleaf smart lighting, add a new layer of style to your environment without hassle.



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modular smart lighting

COLORS OF CALM

Ambient lighting can be a powerful tool for influencing your mood. Everyone has colors that they can associate with better times, and creating an environment with those hues can be the difference between a good and bad day. With Nanoleaf Smart lighting, set the moods you need.



nanoleaf[®]
modular smart lighting

DIGITAL BILLBOARDS

The outdoor billboard advertisements will be taking a similar approach to the print advertisements, solidifying the bold coloring style while providing unique imagery to capture attention.

The tagline will be “OWN YOUR COLOR” prompting audiences to reflect on which colors suit them best and letting Nanoleaf provide an outlet to express that color.





INTERACTIVE

For indoor advertising in malls, subways and community hubs, the focus was on letting the viewers get hands on with Nanoleaf. It will allow them to view their environment with Nanoleaf devices, as well as explain the benefits of ambient lighting.



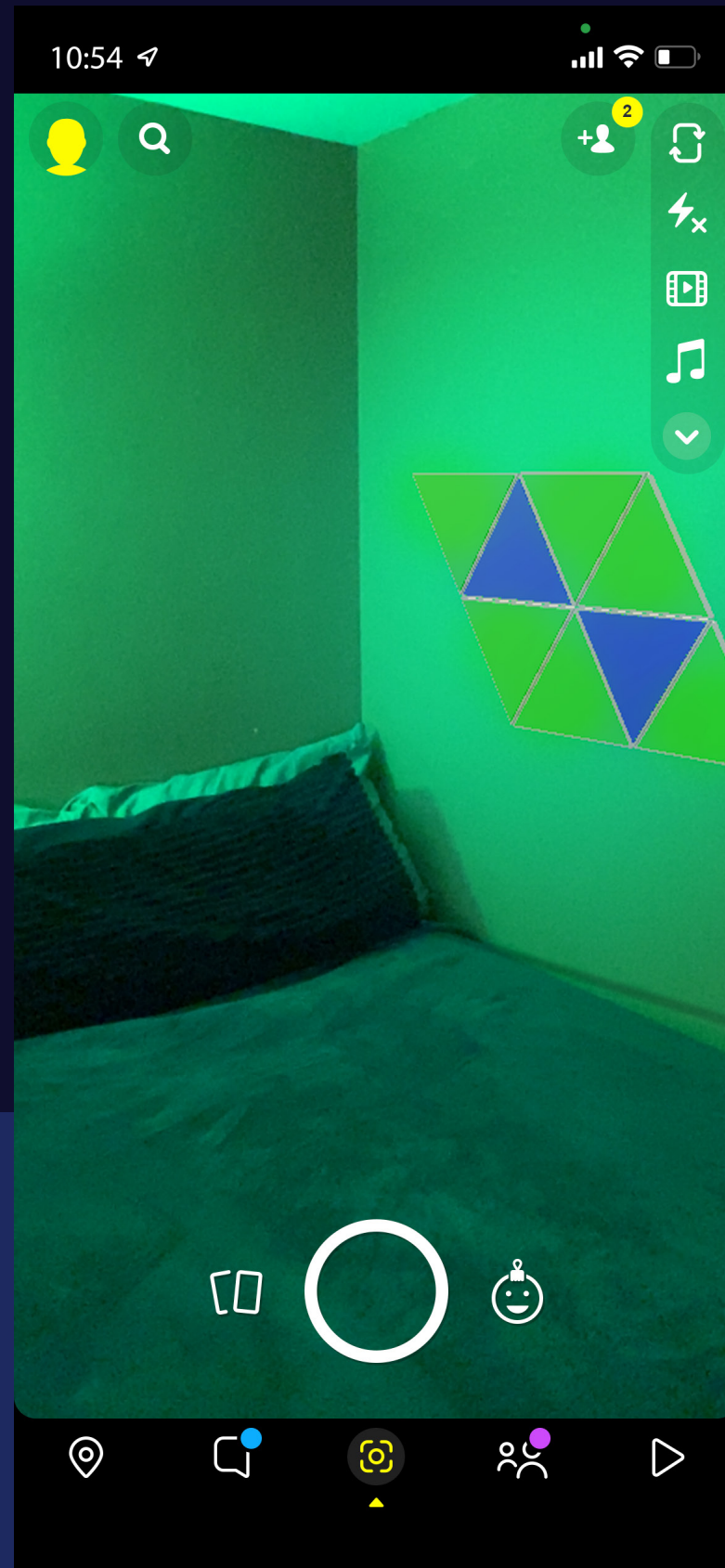
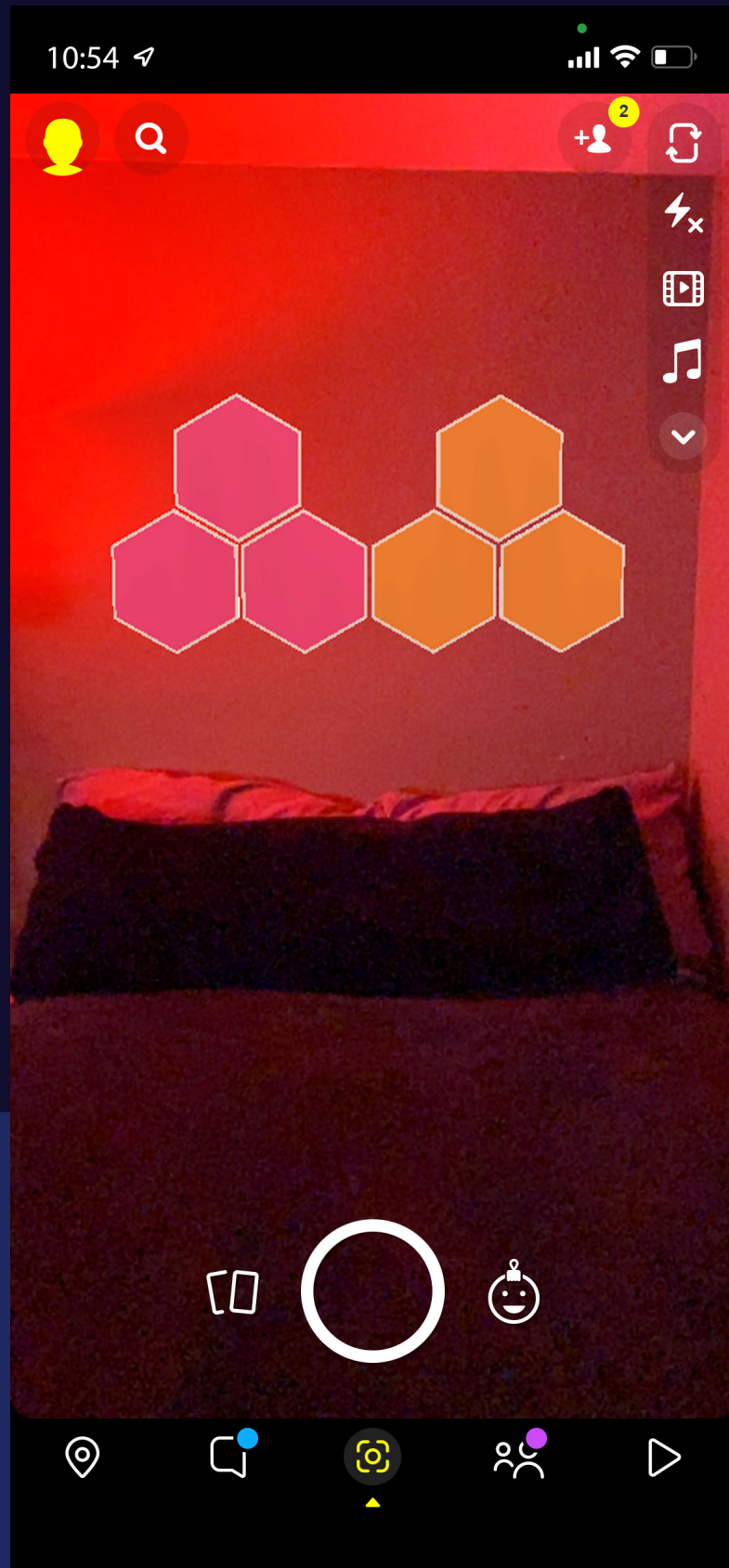
This interactive stand would work best in a mall setting. It will cycle through different descriptors of colors, explaining how they're used in color psychology/therapy, while also giving a few keywords that can be used for interior design.





This interactive stand would also work best in a mall setting, or as a small billboard at an electronic/gaming expo. It will show a simple 3D model of a room lit up with Nanoleaf panels. It will cycle through color combinations, or allow the user to use the slider to choose their own combinations.

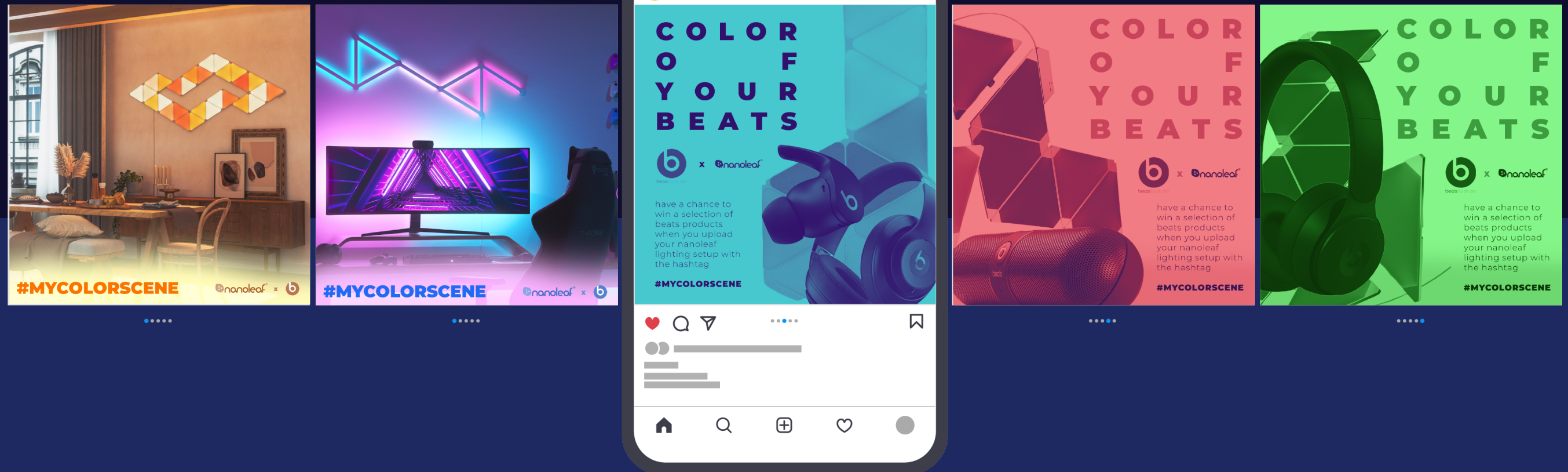




This interactive AR advertisement could work as a snapchat filter, or on on the Nanoleaf website. It would allow the user to create their own modular designs by choosing the layout and colors of the lighting.

COLOR ENGAGEMENT

For social media, the plan is to increase engagement with the audiences by allowing them to show off the creative ways they're using their Nanoleaf devices while giving them incentive to share through give aways and a collaberation.



For social media, the idea is to partner with Beats, another color oriented brand. To promote social media engagement, the posts would ask audiences to post pictures of their Nanoleaf set ups with the hashtag “#MyColorScene” and be entered to win Beats products.

COMMERCIAL

For the commercial, the idea is to capture how Nanoleaf lighting can set the mood for your everyday life. In this instance, it highlights a couple's evening and how different colored lights can highlight different moods.



WHAT
COLORS
I YOUR
EVENING?



A
RELAXING
YELLOW



INTENSE
BLUE



INTIMATE
RED

let
nanoleaf®
help you find it.

nanoleaf®
modular smart lighting

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