



**HAILEY BANDA CERAMICS:
HOLIDAY ITEM LAUNCH**

INTEGRATED COMMUNICATION PACKAGE

Prepared by:

A BANDA BRAND
November 30, 2015

Hailey Banda Ceramics

Integrated Communication Package Hailey Banda Ceramics: Holiday Item Launch

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Company Overview

“There is something about using a handmade mug in the morning for your coffee, or a handmade vase for fresh flowers.”¹

Hailey Banda Ceramics is a handmade ceramic freelance business owned by Hailey Banda. Hailey started working with clay eight years ago, and she recently earned her Bachelor of Fine Arts degree with a concentration in ceramics from West Virginia University. Right out of college, Hailey created her business, Hailey Banda Ceramics, and has established a great name in the art and entertainment industry.

Hailey Banda Ceramics produces stylized and functional ceramic pieces to bring customization and happiness to an individual’s day with the goal of increasing the connection between the item and the user. The pieces produced by Hailey Banda Ceramics range from bowls, cups, mugs and tumblers, to vases, candleholders, jewelry, and pierced baskets. The work is inspired by the artist’s mother’s warm, classic, and calm interior decorating style to increase the feeling of bliss and relaxation with the use of the ceramic items. Hailey Banda Ceramics has established distinction from other ceramic businesses with the unique, floral swirl design used throughout the pieces. Created for an audience of any age, Hailey Banda Ceramics targets individuals who are looking for pieces of artwork that will live in their house and be used daily. The company’s products serve as conversation starters and add flair to a house, while still being functional at the same time.

The items of Hailey Banda Ceramics are sold through the company’s website², Etsy page³, and at events such as art shows, dinner parties, and public shows.

The Unique Process

To stand out from other ceramic businesses, Hailey Banda Ceramics offers a unique process to ensure the items’ usability and personalization. The ceramic pieces are created using different techniques including wheel throwing, altering, and hand building. Before even working with the clay to begin a piece, a template is used and made out of card stock paper. The template is saved for when the purchaser wants additional items in the future with the same look and feel. The exclusive swirl design is made with a large foam stamp using a thick piece of craft foam with adhesives. The stamp is used together with large clay slabs and a rolling pin to create the one-of-a-kind piece. All pieces come with a unique signature made out of clay that has been fired once. This not only adds personalization, but also ensures authenticity.

¹ [Hailey Banda Ceramics Website](#)

² [Hailey Banda Ceramics Website](#)

³ [Hailey Banda Ceramics Etsy Page](#)

Situation Analysis

Over the past year, Hailey Banda Ceramics has been selling its merchandise through websites, art shows, and public parties. These selling tactics have made it possible for the company to build a solid foundation and sell enough product to purchase a new kiln. With this kiln, more product has been produced and business has increased. The business is successfully growing and the company is becoming a well-known ceramic producer, and Hailey Banda Ceramics needs another kiln to fulfill the high demands. Although Hailey Banda Ceramics has a great following all around the world, more items need to be sold, and more customers need to be reached in order to achieve the goal. The company's ultimate goal is to sell enough merchandise to purchase another kiln by February.

To relate the products to the holiday season, Hailey Banda Ceramics will launch new, holiday-themed ceramic pieces, and sell them as a way to reduce the stress of gift giving. The items include ornaments, dreidels, and wine goblets. The pieces will be unveiled and sold at a holiday boutique showcase on December 6, 2015.

A Banda Brand has created a strategic communication plan to help Hailey Banda Ceramics sell enough merchandise over the holidays to purchase another kiln. This communication plan will assist Hailey Banda Ceramics in promoting the new holiday-themed material and reach as many customers and potential customers as possible.

Strategy and Tactics

In collaboration with A Banda Brand, Hailey Banda Ceramics will use the holiday season as a way to promote its products and provide the audience with a reason to purchase the items. The creation of ornaments, dreidels, and wine goblets will introduce a new audience and spark the interest of current customers. The holiday-themed products will be promoted by using the idea of finding the perfect, personalized gift for family, friends, and coworkers this holiday season. To promote these items, Hailey Banda Ceramics will host a holiday boutique showcase to unveil and sell the new holiday-themed ceramic pieces. This event will take place on December 6, 2015 – just in time for the holidays.

With the launch of the new products, A Banda Brand will assist Hailey Banda Ceramics in selling enough product to afford an additional kiln for the studio. A Banda Brand has come up with additional strategies to promote the new holiday line, and get a new type of audience interested in Hailey Banda Ceramics. In addition to using Hailey's Holiday Boutique as a way to promote the new products, a media advisory and press release will be used to campaign for the event and attract the attention of media and the general public. A virtual greeting card will also be created to spread the word that Hailey Banda Ceramics will be launching new holiday-themed products, and a blog post, written by a celebrity, will be released a day after the media advisory to reinforce the new products and cater to a new audience. The materials in this package will spark the interest of current and potential customers of Hailey Banda Ceramics and promote the new, handmade, holiday-themed ceramic pieces.

Note: In addition to the materials in this package, it is crucial for Hailey Banda Ceramics to continue the use of social media websites to promote the new items. Since most of the customers of Hailey Banda Ceramics hear about the company through word of mouth, a social media strategy should also be implemented.

- **Hailey's Holiday Boutique**
 - This event will be a showcase boutique held on Sunday, December 6, 2015, targeted at the general public of Maryland
 - Objective: To promote and sell the new ornaments, dreidels, and wine goblets, as well as original products created by Hailey Banda Ceramics
 - A media advisory about the event will be released a week before the showcase
 - Objective: To attract the attention of various reporters in the area to cover and attend the event, with the hopes of spreading the word to various sources not already associated with Hailey Banda Ceramics
 - It will discuss the event and the new holiday-themed products, but not specifically say what the products are (to ensure suspense)
 - The media advisory will also mention that the event is open to the public, high-definition pictures of the items will be available on the website, and hors d'oeuvres and champagne will be served
 - The main speaker at the event will be Hailey Banda
 - Hailey Banda as the main speaker will show the audience that the artist behind the work is just an average girl, following her dreams of creating beautiful work
 - The speech will humanize Hailey and make her relatable to the audience
 - Main speaker talking points include a welcome and explanation of the event, an introduction of the new items, and a recommendation to purchase the new items as holiday gifts

- The event will host two other strategically-placed guest speakers to further inform the audience of the quality of the pieces
 - The two other guest speakers will be Hailey Banda’s mentor, and a loyal customer
- After the speakers, the attendees will view and purchase the products while hors d’oeuvres and champagne is served
- A press release will be issued on the afternoon of the event
 - Objective: To reveal the brand new pieces available for purchase, and provide background knowledge of the hard work put into making the pieces
 - It will reveal the three new products: ornaments, dreidels, and wine goblets
 - The press release will provide a full narrative of the event and a background of the company
- **Virtual Greeting Card**
 - A two-minute virtual greeting card will be posted on social media sites and emailed to every person who has ever purchased an item from Hailey Banda Ceramics
 - Objective: To induce a nostalgic, warm holiday feeling while being introduced to the new products
- **Blog Post**
 - The blog post will be written by Chris Cooley, owner and operator of The Cooley Gallery, an art gallery in Leesburg, Virginia.
 - He is also a retired tight-end for the Washington Redskins
 - His celebrity status and ceramic art history will act as great credibility towards his opinion of Hailey Banda Ceramics
 - Chris Cooley’s Message
 - Tells the reader that he uses Hailey Banda Ceramics as a ‘gift factory.’ – The items make perfect gifts
 - Her unique and customized pieces are nothing like he has ever seen before
 - The pieces are functional, personalized, dishwasher safe, and completely unique
 - Objective: To use Chris Cooley’s celebrity status as a form of ethos towards Hailey Banda Ceramics and persuade the audience that the items created by Hailey Banda Ceramics are worth checking out and purchasing as gifts
 - The blog post will also serve as a way for newspaper readers who have never heard of Hailey Banda Ceramics to be introduced to the company



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Monday, November 30, 2015

Contact: Hailey Banda, Hailey Banda Ceramics
(240) 831-4373
hailey@hbc.com

HAILEY BANDA CERAMICS TO LAUNCH NEW HOLIDAY-THEMED CERAMIC PIECES AT HAILEY'S HOLIDAY BOUTIQUE

The Boutique Will Unveil The Holiday-Themed Items For a One-Night Event

WHAT: Hailey Banda Ceramics, the handmade ceramic freelance business, will host a boutique showcase to unveil a new holiday line of customized ceramic pieces. The launch will feature three new items to serve as gifts for friends, family, and coworkers this holiday season. The showcase will allow the public to experience firsthand the new products and the products created in the past year. Attendees will have the opportunity to purchase the items with the signature swirl. They also will have the option to customize the ceramic pieces. Hors d'oeuvres and champagne will be served.

WHEN: Sunday, December 6, 2015
10:00 A.M. – 5:00 P.M. (ET)

WHERE: Longwood Recreation Center
41778 Recreational Farm Way
Olney, MD 20832

WHO: **Hailey Banda**, Hailey Banda Ceramics artist
Angel Praisner, Ceramics teacher
Emily Anderson, Hailey Banda Ceramics customer
All spokespeople will be available for interviews throughout the show

High-resolution photos of the items will be available at haileybandaceramics.com

OPEN TO THE PUBLIC.

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FOR IMMEDIATE RELEASE
Sunday, December 6, 2015

Contact: Hailey Banda, Hailey Banda Ceramics
(240) 831-4373
hailey@hbc.com

HAILEY BANDA CERAMICS UNVEILS NEW HOLIDAY LINE AT HAILEY'S HOLIDAY BOUTIQUE

The Customized Ornaments, Dreidels, and Wine Goblets Now Available for Sale

(OLNEY, M.D.) – Hailey Banda Ceramics, the handmade ceramic item producer, launched new holiday-themed ceramic pieces today at a boutique showcase. Today was the first time these items were available to view and purchase. The boutique, *Hailey's Holiday Boutique*, revealed the new ornaments, dreidels, and wine goblets that are now available for sale.

"I really wanted to reduce the stress that the holidays put on people by introducing holiday gifts," said Hailey Banda, owner and artist of Hailey Banda Ceramics. "People can now cross off one thing from their holiday to-do list – purchase gifts!"

Hailey's Holiday Boutique, which started last December, is a holiday showcase open to the public to sell ceramic items for individuals looking for holiday gifts for friends, family, and coworkers. Individuals from all over Maryland attend the annual event, and bring along their friends and family to view and purchase the items.

Hailey Banda Ceramics is a handmade ceramic freelance business owned by Hailey Banda. The company produces functional ceramic items including bowls, cups, mugs, tumblers, vases, candleholders, jewelry, and pierced baskets. The utilitarian pieces are made with a combination of techniques such as stamping, hand building, and wheel throwing to highlight the uniqueness of the handmade object. The items can be personalized with the Hailey Banda Ceramics signature swirls, floral designs or stripes.

This is not the first time Hailey Banda ceramics has unveiled new products in a timely manner. Over the past year, Hailey Banda Ceramics has gone from producing just bowls, cups, mugs, pierced baskets and tumblers, to introducing more items such as vases, candleholders, and jewelry. The introduction of vases, candleholders and jewelry came last January, as Valentine's Day approached.

For more information on the products offered and the new holiday-themed line, visit Hailey Banda Ceramics' website, haileybandaceramics.com.

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[Hailey Banda Ceramics](http://haileybandaceramics.com) is a handmade ceramic freelance business owned by Hailey Banda. The pieces produced by Hailey Banda Ceramics range from bowls, cups, mugs and tumblers, to vases, candleholders, jewelry, and pierced baskets. The work is inspired by the artist's mother's warm, classic, and calm interior decorating style to increase the feeling of bliss and relaxation with the use of the ceramic items. Hailey Banda Ceramics has established distinction from other ceramic businesses with the unique, floral swirl design used throughout the pieces.

Follow Hailey Banda Ceramics on Twitter @haileybandaceramics, Facebook at www.facebook.com/HaileyBandaCeramics, and Etsy at www.etsy.com/shop/haileybandaceramics.

RUN OF SHOW
HAILEY'S HOLIDAY BOUTIQUE
DECEMBER 6, 2015

Hailey's Holiday Boutique will take place on Sunday, December 6, at 10:00 A.M. To begin, Hailey Banda will make a brief speech welcoming everyone to her holiday showcase. Angel Praisner, a ceramics teacher at Sherwood High School, and Emily Anderson, a loyal customer, will deliver a few thoughts. The guests will then have the chance to view and purchase the items while hors d'oeuvres and champagne is served.

Event set up: December 5, at 7:00 P.M.
Event start time: 10:00 A.M.
Event end time: 5:00 P.M.
Venue: Longwood Recreation Center

RUN OF SHOW:

Hailey Banda (Owner/Artist, Hailey Banda Ceramics)

Key Framing: Old and New Items Available for Purchase

TIME: 7 minutes

- Welcome guests and explain the event
- Introduces new items
- Explains new items are great holiday gifts
- "Before we begin, my mentor, Angel Praisner, has a few things to say."

Angel Praisner (Ceramics Teacher, Sherwood High School)

Key Framing: The artist is a hard worker whose work should be supported

TIME: 1 minute

- Tells the audience how she watched Hailey grow and improve her techniques
- Explains Hailey Banda Ceramics is very deserving of the support
- "Out of all of my students, Hailey's work is by far the most unique."

Emily Anderson (Loyal Customer, Hailey Banda Ceramics)

Key Framing: Traveled from Canada to view more products – the product is THAT good

TIME: 4 minutes

- Explains she lives in Canada, but she is here because she wants to see more product in person
- Hailey Banda Ceramics shipping methods are so easy, even shipping to another country
- Encourages everyone to purchase more items online – the shipping process is effortless

Guests enjoy the art show. Hors d'oeuvres and champagne is served.

HAILEY'S HOLIDAY BOUTIQUE

HAILEY BANDA TALKING POINTS

WELCOME & INTRODUCTION

- Good morning and welcome. My name is Hailey Banda and I am the owner and artist of Hailey Banda Ceramics. I am excited to welcome you all to my second holiday showcase. Last year was a great success, and I am looking forward to showing you all my new creations. These pieces you see here today are all made by me. Carefully. With a lot of patience. And just for you.
- I have had the pleasure of creating ceramic pieces for a lot of you over the years. I am excited to make more. I am excited to show you all my new pieces. I am excited to see you enjoy them.
- Before we get to the fun stuff, I want to give you a little background about my new items and why they are so special.

NEW ITEMS INCLUDE ORNAMENTS, DREIDELS AND WINE GOBLET

- A few weeks ago I was putting up my Christmas tree. I noticed my dog, Sir Bentley, pick up one of the ornaments with his mouth and walk into my ceramic studio with it. He placed it right next to a lump of clay that had been sitting there, waiting to be molded. It was that moment I realized I could make ornaments all on my own.

Hailey holds up a customized ornament and shows the audience.

- This is the first piece I will be featuring in my new holiday line. Ornaments. All shapes and sizes. All the colors you can imagine. All the designs you can think of.

Hailey holds up a dreidel.

- I knew my nana would be upset if I didn't create a dreidel. So, Nana (*winks at her Nana*), these are inspired by you. Now, you all can own a 'dreidel, dreidel, dreidal made out of clay!'

Hailey holds up a wine goblet.

- This. This right here is my favorite piece of all. For obvious reasons. (*Winks at audience*). There is no better way to ring in the new year with a fabulous custom wine goblet. They are the perfect addition to wine and cheese night, and also a great gift idea.

NEW ITEMS ARE PERFECT GIFTS FOR THAT SPECIAL SOMEONE

- Which brings me to the reason we are all here. The ornaments, dreidels, and wine goblets are made especially with the holidays in mind. Instead of waiting in the long lines, stumbling over crowds of people, and worrying about getting the perfect gift, indulge in my assortment of holiday-themed ceramic pieces. Your friends, family, and coworkers will love them.
- Keep in mind that all my pieces can be personalized. You can pick any size, shape, color, design, and calligraphy to complement your item perfectly.

SUMMARY AND CONCLUSION

- And don't forget about my original pieces. I started out making bowls, cups, mugs, tumblers and pierced baskets. Then I created vases, candleholders, and jewelry. All of these items are available here and will make perfect gifts this holiday season. You can also view and purchase more items on my website, haileybandaceramics.com, and my Etsy site.
- Thank you all for giving me the opportunity to create great work. And thank you for coming to support my hard work. Before we begin, my mentor, Angel Praisner, has a few things to say.



HAILEY BANDA CERAMICS HOLIDAY LINE: VIRTUAL GREETING CARD VIDEO CONCEPT & PROPOSAL

OVERVIEW

For the past year, Hailey Banda Ceramics has improved many customers morning coffee, dining experience, and romantic spirits with handmade ceramic bowls, cups, mugs, tumblers, vases, candleholders, jewelry, and pierced baskets. For this holiday season, Hailey Banda Ceramics has just released a new line of holiday inspired ceramic pieces. These pieces include ornaments, dreidels, and wine goblets and serve as perfect gifts for friends, family, and coworkers. Customers can order the products through the Hailey Banda Ceramics website, or on the Hailey Banda Ceramics Etsy site. The virtual greeting card described below will promote the new holiday-themed items, and get viewers excited to purchase these items as gifts or for themselves this holiday season.

CONCEPT

The short video (2 minutes total running time) will be in the form of a virtual greeting card and serve as an informational video while still conveying the holiday spirit. Since the video should promote the new items, the key messages will be conveyed through pictures of the new items, with the background voice of Hailey Banda (the artist behind Hailey Banda Ceramics). There is no better way to promote the new items than to show their beauty through high-definition photos. For this virtual greeting card, Hailey Banda will be the messenger and explain to the audience why her holiday line will make the perfect holiday gifts.

VIDEO STRATEGY

The video will be presented through social media and on the center of the Hailey Banda Ceramics' website. The product launch will use a holiday-card-type-video to connect the audience with current events – i.e., the holidays. The video will appear on the company's Facebook, Twitter, and Instagram. The social media sites will be posted with the caption, "Share my holiday wishes with your friends and family by reposting this video!" The video will also be sent out, by email, as a greeting card to every person who has ever purchased a product from Hailey Banda Ceramics.

STORY TREATMENT

The virtual greeting card will start out with Hailey Banda speaking directly at the camera. She will start the video by wishing the viewers a happy holidays (she is wearing her signature, handmade necklace and earrings that have been selling great these past few months). Hailey Banda will then explain, "For the holidays, I wanted to thank you all for your continued support. I have created some entirely new products inspired by the holidays." She tells the audience that she has just released three new holiday items – ornaments, dreidels, and wine goblets. Hailey Banda says, "Take a look." The camera fades away from Hailey Banda and cuts to a high-definition picture of a plain Christmas tree. Handcrafted ornaments, made by Hailey Banda Ceramics, will begin to pop up on the tree, one by one (making a joyful popping sound for each ornament), until the tree is covered in them. The camera will then zoom in on one specific ornament, while Hailey Banda says in the background, "Your tree can look like this too, with the help of my new, handmade ornaments!" The camera fades into a blue background with five Hailey Banda Ceramics dreidels spinning. The background voice of Hailey Banda can be heard saying, "Not only can you enjoy making money by playing dreidel, you can enjoy my customized dreidels I made to complement the shiny gelt you will be making this year!" The camera then fades into a video of Hailey drinking wine out of her handmade wine goblets. She says to the camera, "If you know me, you know I am a big wine drinker. The best way to kick off the holidays is with a glass of warm red, and the best way

to bring in the new year is with a cold glass of champagne. Get into the holiday spirit and check out my favorite piece – wine goblets! To end the greeting card, Hailey says to the camera, “I will see you on my website, haileybandaceramics.com, and my Etsy site this holiday season to purchase these new items, and more!” The camera fades out into a red screen and the words, “Happy holidays, and Happy New Year! XO, Hailey Banda Ceramics” are written out, with each letter appearing after the other in italics (like someone is writing it on the screen).

The Washington Post

A Hailey Banda Ceramics Gift is the Perfect Kind of Gift This Holiday Season

December 1, 2015 | Chris Cooley

Chris Cooley is the owner and operator at The Cooley Gallery in Leesburg, Virginia. He served as tight-end for the Washington Redskins for nine years.

The holidays are approaching fast and I know everyone is quickly scurrying to find the perfect gift for friends, family, and coworkers. I want to point you to the perfect 'gift factory,' as I like to call it: Hailey Banda Ceramics.

I first discovered Hailey Banda Ceramics in July when I received an assortment of handmade plates, mugs and bowls for my birthday. I was immediately impressed with the quality and uniqueness of the ceramic pieces. Keep in mind, I own an art gallery, so I am quick to judge artwork. But these pieces were as unique as they come. This brings me to my point. A personalized piece from Hailey Banda Ceramics is the perfect gift for that special someone.

The holidays are associated with busy schedules, family coming to town, and the anxiety of finding the perfect gift for family, friends, and coworkers. People in the United States are more likely to feel their [stress increase](#) during the holidays. A [seventy percent increase](#) of the stress involves the pressure of finding the right gift. Hailey Banda Ceramics will reduce those worries and provide the perfect, personalized, and unique gift for that special someone. I recently picked out a candleholder that I will be giving to my mother for Christmas. Hailey Banda Ceramics will be creating the piece specifically for my mother, and include my mother's favorite colors and cut-out hearts around the center of the piece. The pieces are dishwasher safe, beautifully and completely unique, and provide relaxing tones and a variety of color options.

Not only are the ceramic pieces beautiful and unique, but Hailey Banda Ceramics' artwork has been stunning enough to take part in many art shows around Maryland. Her credibility skyrocketed this past summer when her [work was featured](#) in the Ocean City Art & Craft Show during Labor Day Weekend. In October, Hailey Banda Ceramics was invited to take part in one of the nation's best art festivals, the [Sugarloaf Craft Festival](#), which housed more than 10,000 visitors. This craft fair has a strict application and jurying process to ensure visitors will be presented with only the highest quality work. Not only do these two craft shows highlight the high-caliber work of Hailey Banda Ceramics, but it makes me want to buy even more product before everyone else does!

I encourage you all to visit haileybandaceramics.com and check out her pieces. Avoid the long lines and the commotion this holiday season, and order a customized piece by the vastly growing Hailey Banda Ceramics.