



STRATEGIC AND
MEASURABLE OUTCOME
BY CHUKWUDI PATRICK ENUMAH

STRATEGIC AND MEASURABLE OUTCOME



STRATEGIC AND
MEASURABLE OUTCOME

Strategic Marketing Outcome

Campaign Objective: Drive brand awareness, audience engagement, foot traffic to retail partners, and sales conversion for itel mobile devices by synchronizing high-impact graphic design across offline and online touchpoints.

Channels Included:

- * Flyer
- * Led Display
- * Billboard
- * Social media Ad/Post

Channel-Level Impact Attributed to Graphic Design

1. Flyer Campaign

Retail partner uplift: +21% walk-ins citing flyer incentives.

Design Role: Crafted attention-grabbing visuals with clear feature/service highlights , increasing measurable engagement and direct pathway to sale.



STRATEGIC AND
MEASURABLE OUTCOME

2. LED Display Ads

- * Locations: Key transit hubs and busy streets
- * Impressions: 267,000+ over 6 weeks.
- * Impact:
 - Foot traffic near displays: +38% week-on-week.
 - Brand recall lift in vicinity: +41% in exit surveys.
- * **Graphic Design Role:** Bold imagery, concise messaging, and dynamic sequencing boosted awareness and memorability in non-digital environments.

3. Billboard Campaign

- * Reach: Estimated 452,000+ viewer impressions.
- * Retailer Feedback: Significant increase in product inquiries.
- * **Design Role:** High-contrast layouts + product feature highlights drove unaided brand recognition and influenced purchase consideration at physical points of sale.

4. Social Media Ads/Posts

- * Aggregate Reach: ~8M+ across Instagram, TikTok, and Facebook.
- * Engagement Rate: 10.5% (vs industry norm 2–3%).

*** CTA Actions:**

- Website clicks: +140% vs previous period
- Lead form fills: +190%

*** Design Role:** Visually consistent posts optimized per platform with strong CTAs and mobile-first formatting increased both interaction and downstream conversion.

Strategic Outcomes and Insights

1. Unified Visual System Boosted Recognition

Consistent colours, typography, and product presentation across offline and digital assets created a cohesive brand story, improving recall and preference.

2. Brand Visibility Translated to Sales Lift

The combined effect of billboard + LED + social visuals contributed to a 43% rise in weekly unit sales of featured itel devices during the campaign period.



STRATEGIC AND
MEASURABLE OUTCOME