



SUBMITTED BY OWEN KLEE

OPKLEE DESIGN

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Design Portfolio

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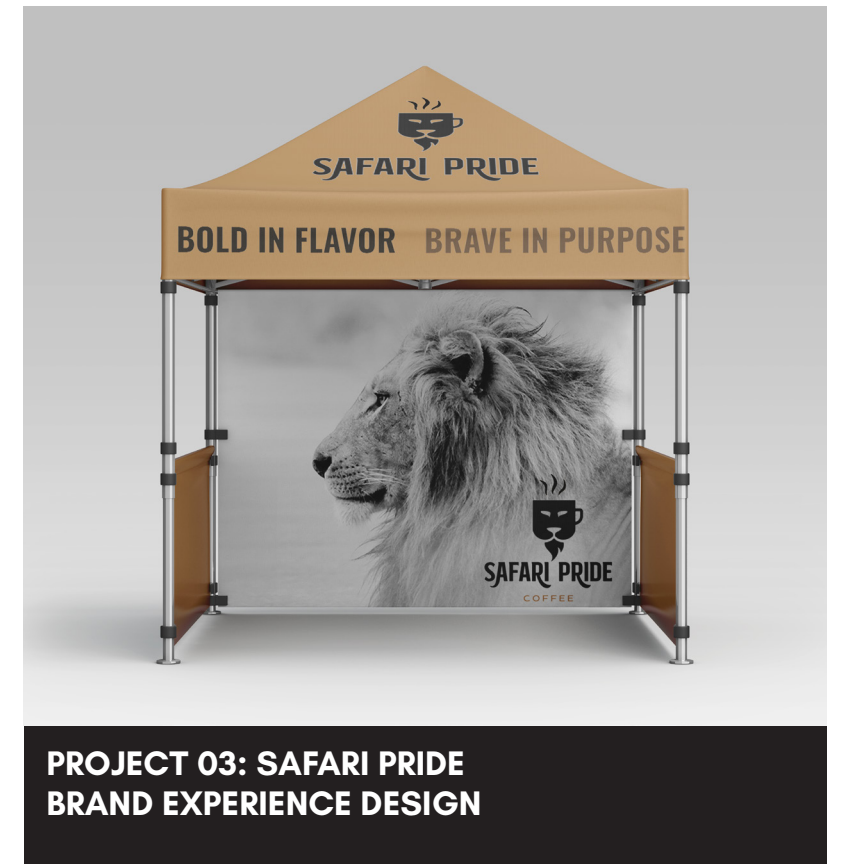
PROJECTS



A print and digital design campaign working to increase brand loyalty and September class registration for Tennis Outreach Programs (TOPs).



Graphic packaging design for Exposed Skincare, project designs the visuals for a on the go bottle packaging concept.



Academic project looking to increase brand awareness in consumers 20-29 demographic through strategic partnership and activations.



BACK TO SCHOOL EVENT



PROJECT 01: TOPs "Back to School" PRINT AND DIGITAL DESIGN

A print and digital design campaign working to increase brand loyalty and September class registration for Tennis Outreach Programs (TOPs).

“Back To School”
OBJECTIVES

The goal of the Back-to-School campaign for TOPs was twofold: to drive registrations for September tennis classes during a typically slower enrollment period, and to strengthen community connections by celebrating players’ return to school. Through unified messaging under the theme “Ace the School Year,” the campaign aimed to equate tennis with the sense of belonging often found in team sports. By combining engaging visuals, snack packs featuring TOPs’ SPIRIT values, and a celebratory event with a photo booth and treats, the objective was to position tennis as both a fun physical activity and a supportive community for kids and families as they transition into the new school year.

Increase September Registrations

The campaign boosted September registrations by pairing a bold print flyer with targeted social media posts and in-house TV graphics. Consistent visuals under the theme “Ace the School Year” reminded families to sign up and kept tennis top of mind during the back-to-school season.

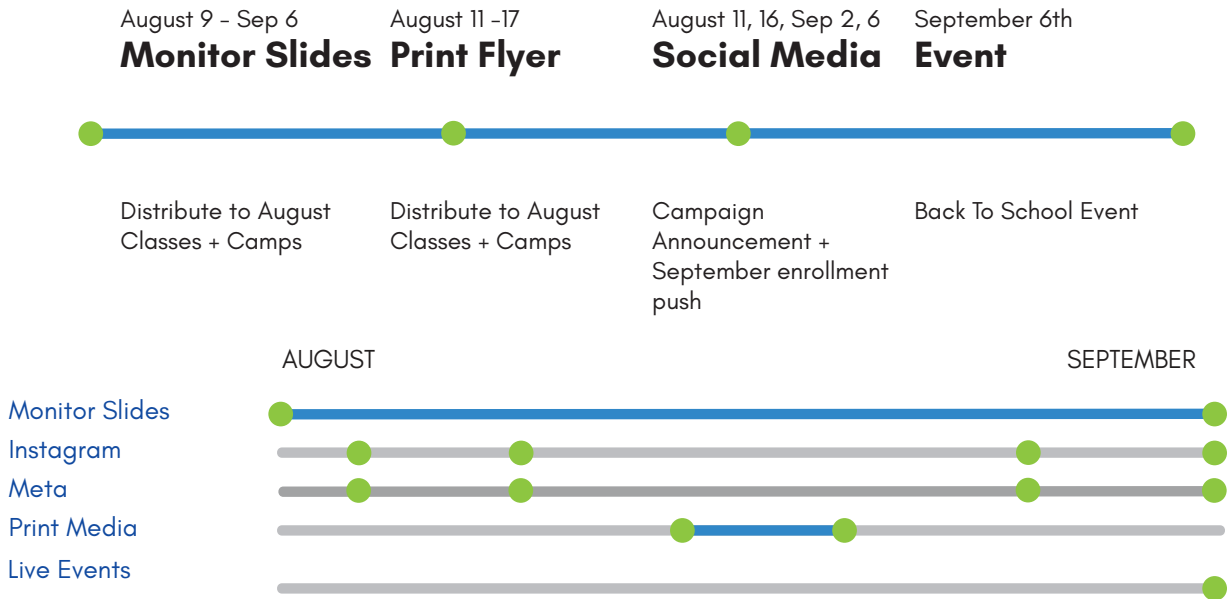
Celebrate Players, Increase Brand Loyalty

The Back-to-School Celebration strengthened brand loyalty by creating a fun, community-focused experience for players and families. With photo booth moments, treats, and opportunities to reconnect with coaches, the event positioned TOPs as more than a program, showing it as a supportive community kids want to return to each season.

Campaign Strategy
Timing, Message and Placement

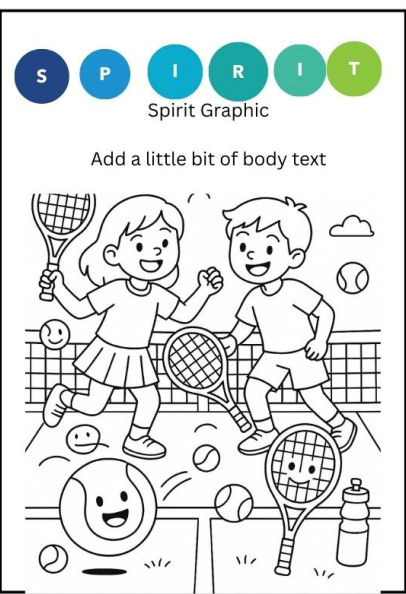
This campaign worked with the cross functional team of the marketing committee which helped to inform and implement portions of this campaign strategy and schedule. Alignment with operations were critical to ensure that media was delivered to the community at impactful times.

On the messaging side, recently TOPs went through a rebrand, modernizing the visual identity , due to this it was important to reinforce the push that they have been making to become more consistent and recognizable with their updated visual identity. This was developed as a step to further establish and test out a more playful approach to the youth programming with inviting organic shapes and less straight edges that help to define some of the adult programming visual priority.



IDEATION

Initial art directions were work shopped and developed with feedback from the marketing committee. Here are some of the images used to establish the direction and pick out how different components of the brand would interact for this campaign.



Rally into Fall was one of the initial direction of the copy however it did not have the focus on the school year and previous campaigns had used the word rally as one of the call to actions, to establish a clear and unique identity for the campaign Ace the School Year was selected.



Clean Cut will add a few playful and youthful elements on top of what has been the TOPs branding on inhouse monitors



A campaign fueled by fun with soft organic shapes and tennis + school imagery encouraging playfulness and fun





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IDEATION

Copy and visual development were produced with a few stages of critique. Some of the things that were points of emphasis were the need to have the messaging be clear, both about the event and push for class registration.

While a more grounded art direction was explored initially to target the age group of 5-12 more artistic and organic shapes were included in the campaign to appear playful.



In business monitor slides were essential as this is one of the many touch points that the business has with consumers, these are areas where they are not competing against other brands for space and attention, in this space during August it was a priority of the campaign to push class registration through the use of a QR code.

The many pronged meaning as well as relevance to tennis directed the copy of the campaign towards "Ace the School Year" a collaboration of multiple members of the Marketing Committee's input.

Project

Campaign Review

The “Back To School” campaign brought playful energy and a sense of community to the start of the school year. Through colorful, youth-focused graphics, snack packs, and interactive elements like a photo booth and coloring pages, the campaign celebrated the return to routine while keeping tennis top-of-mind. The designs leaned into a youthful, approachable style that highlighted TOPs’ values and created a welcoming environment for players and families, strengthening connections and setting the tone for a fun and active fall season.





**PROJECT 02: EXPOSED SKINCARE
PACKAGING DESIGN**

Graphic packaging design for Exposed Skincare, project designs the visuals for a on the go bottle packaging concept.

Note – Many graphics assets used are the original work and IP of Exposed Skincare.



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Packaging Design

OBJECTIVES

To design the secondary packaging for a smaller-sized acne treatment facial cleanser, creating a look that highlights clarity and trust while reinforcing the product's premium yet approachable positioning. The box should both protect the product and communicate its purpose with a clean, appealing design that resonates with consumers seeking effective skincare.

Provide Brand Cohesion

The design of the retail packaging of the on the go bottle should fit within the existing visual presentation of the brand and highlight the ingredients. The natural ingredients are matched by the use of negative space only drawing attention to what is necessary. The ingredients and Drug facts would need to be visible from the outside of the packaging.

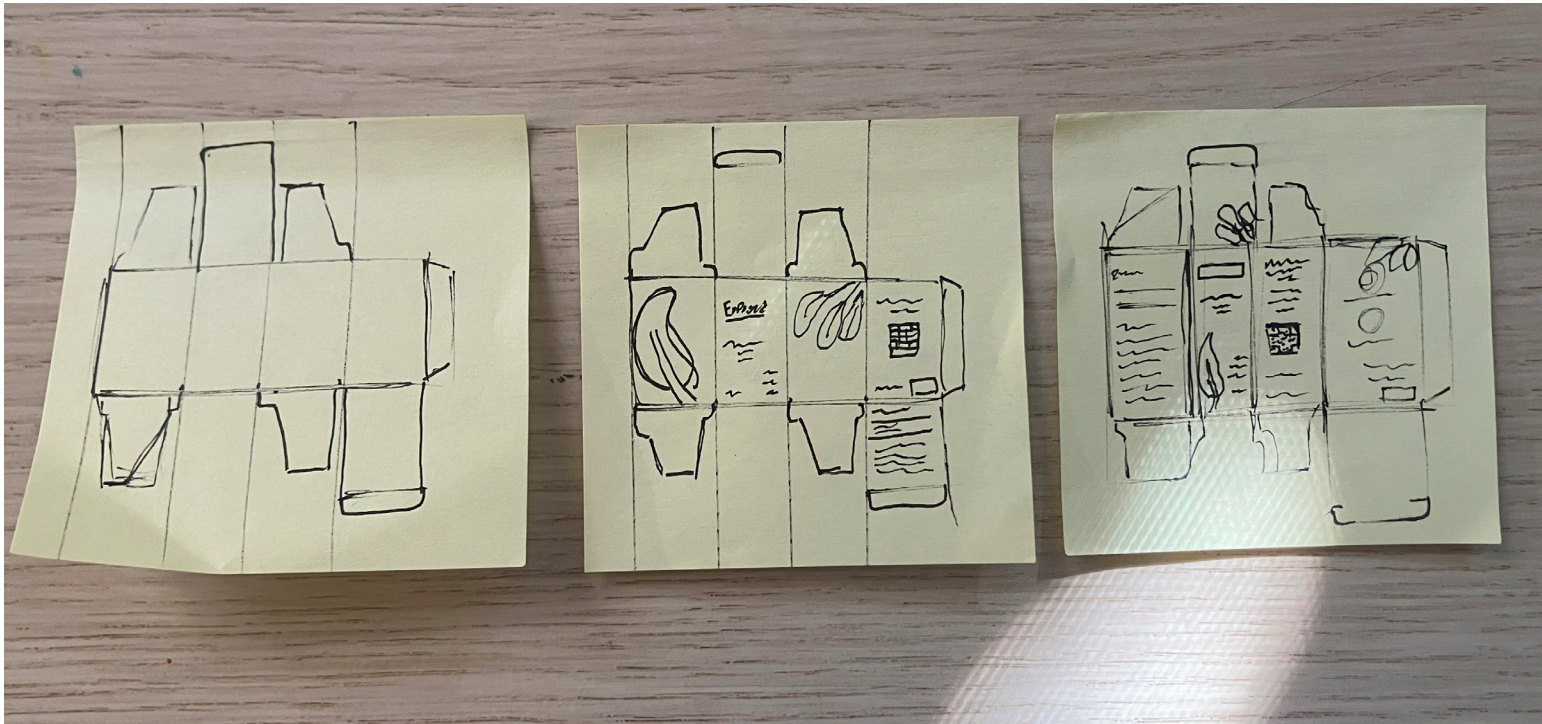
Convert a New Audience

Part of the approach with this is to provide a trial option to reach customers in a retail environment, where we can convert a new audience to the brand with a QR code link on the packaging to learn more about the company.



IDEATION

Packaging should communicate the ingredients and drug facts clearly. Many layout concepts were developed for the packaging with the design following practices in the brands current packaging.

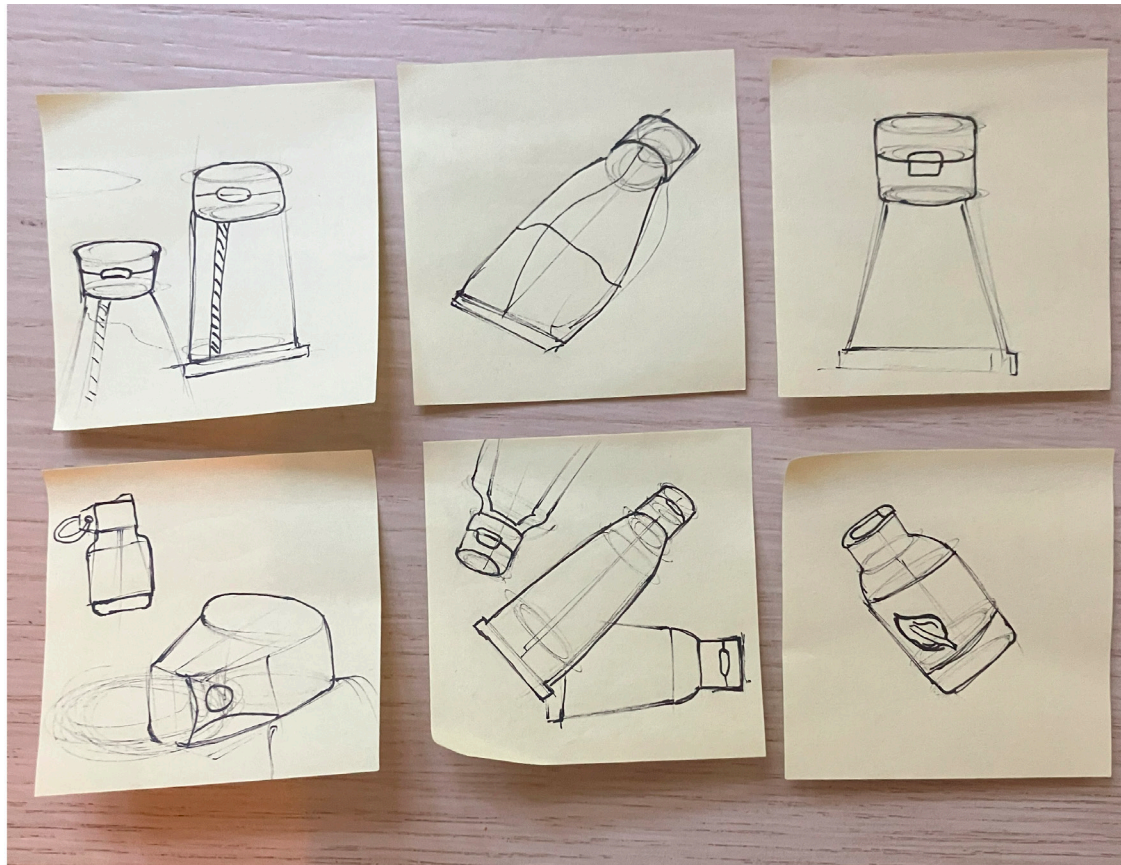




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IDEATION

Bottle ideation from sketch to quick Photoshop render. The packaging should fit within the existing design language of the packaging the company already utilizes.



Due to portability and space considerations the rigid nature of the bottles were not followed and a tube that is able to better fit into small bags and pockets was the chosen direction.





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NEXT STEPS

Concept

A compact, travel-ready facial cleanser designed for convenience without sacrificing effectiveness. The packaging reflects Exposed Skin Care's identity while being portable, and easy to use on the go.

Why

Skincare routines often break down when life gets busy. This design offers a simple entry point for customers to stay consistent wherever they are, while also serving as a low-commitment way to experience the product before moving to full size.





PROJECT 03: SAFARI PRIDE BRAND EXPERIENCE DESIGN

Academic project looking to increase brand awareness in consumers 20-29 demographic through strategic partnership and activations.

OBJECTIVES

The objective of this campaign is to generate brand awareness for Safari Pride Coffee. This will be done through developing connections with the target demographic of singles and starters. This includes making people aware of the quality of the coffee and the genuine nature of the brand.

By expanding the awareness of the brand and pairing this with ensuring the desired brand identity is communicated will help create a community of informed and engaged coffee lovers.

We want people to be proud to drink Safari Pride and feel apart of a community that is expanding and telling their friends. Safari Pride should be a brand that those who care to make and drink quality are aware of and of the advantages it has on the other coffees on the market.

Cultural Insights

The cultural trends that are shaping the world of our audience are their active lives and willingness to spend money depending on what the product is. Their environmental stressors are the need to spend money. Most of our audience is on a tight budget due to having low-income jobs and others are just recently graduated. However items like coffee and food they will often pay a premium for.

Micro Influencer's

An influential voice comes from the people they surround themselves with as a group and then by more individual groups it changes who has a voice that speaks to the group. While it varies throughout the demographic they often will trust certain social media influencer's especially micro influencer's that are seen as genuine and not just selling out for the money offered by companies to promote their project.

Creative Strategy

Natural Imagery, Friendly Approach

The tone of the campaign will be a playful plea to try Safari Pride Coffee. The feel should mimic the unique postilion and inform about Safari pride, how different they are from other brands.

The colors will be consistent with Safari Pride's current palate as well as introducing natural high quality imagery to showcase the attention of the brand on quality. The creative strategy revolves around the idea of community and beauty coming from hard work of those around them. Safari Pride coffee is dedicated to the quality that comes from the human touch in the process of making, this must also be present in the campaign materials.

Media Schedule + Budget Spend (%)

The media schedule and budget break down places an emphasis in investing into socials. Based on Safari Pride's brand positioning they need to develop a community on social media that talks about, appreciates and shares the product. By engaging viewers and paying to come across the consumers screens Safari Pride can work towards this campaigns goal to raise brand awareness.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Budget %
X													8%
Instagram													18%
Tik Tok													18%
YouTube													8%
Transit													2%
College Campuses													5%
OOH Murals													5%
Guerrilla													2%
Coupons													3%
Merchandise													2%
Over The Top													5%
Podcast Ads													4%
Influencer													10%
Programatic													6%
Charity Events													4%
Press Release													0%
Total													100%



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“North Star”

Join The Pride

Safari Pride is a brand that is bold in flavor and brave in purpose and the same could be said about our audience. Our audience demonstrates bravery through their situations and behavioral patterns showing that they are not afraid to break from societal stereotypes on how life should be lived and we would like to incorporate this into their coffee.

“Join the Pride” is meant to act as a call to action to our audience and bring out their unique and bold attributes in a community of like-minded individuals and goals. Safari Pride promises to bring its consumers the bold luxurious flavor of African coffee while leaving a positive footprint.

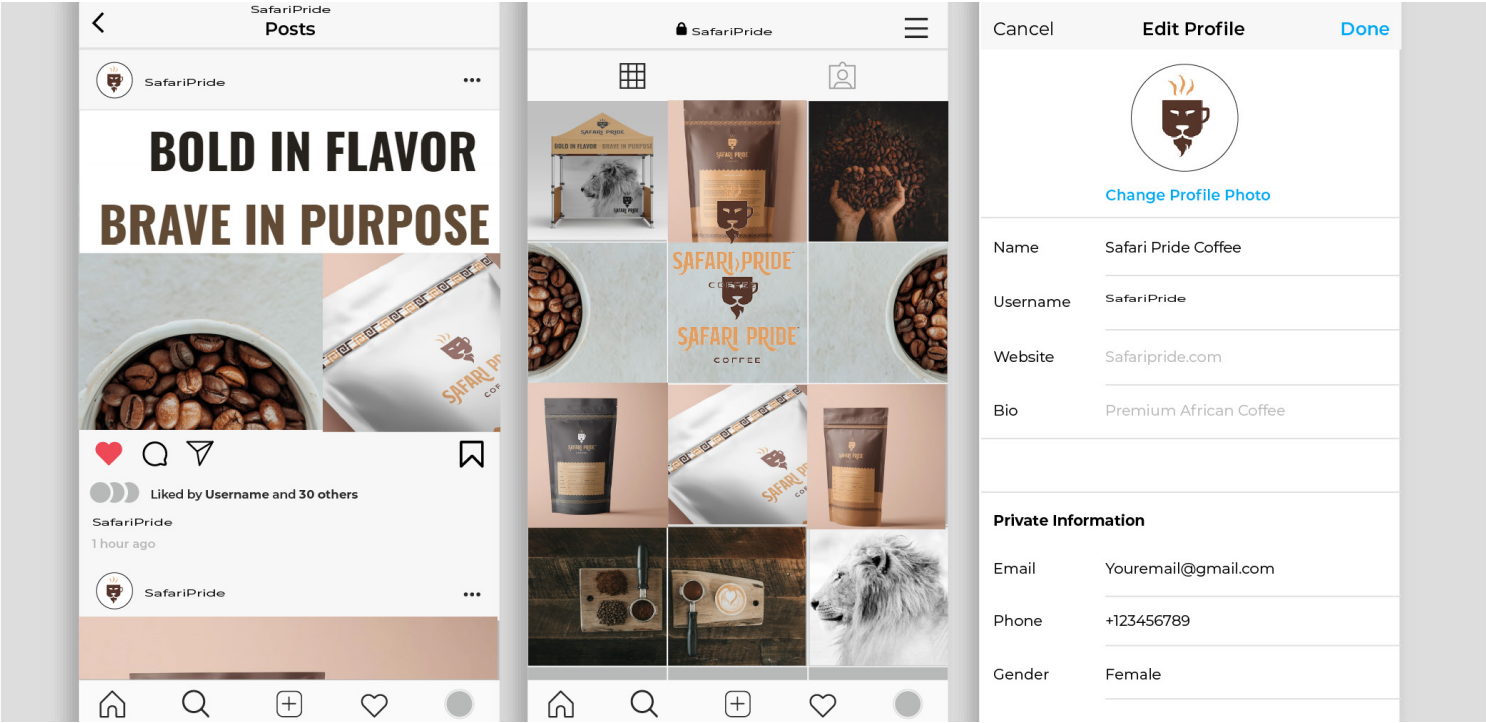
“Join the pride” cannot only be used to attract customers but also to gain brand loyalty such as rewards programs for customers gaining the sense of strong community we are striving to create.

**BRAVE IN PURPOSE
BOLD IN FLAVOR**



Social media

In person touch points are a great way to get the brands name out there and to begin telling the story, now it is time for us to share our whole story through social media. Compared to others in the industry this brand has a great opportunity to tell their compelling narrative and showcase their product on social media. Utilizing Meta ads customers can be directed to their website or profile page to help drive engagement and establish brand awareness.



Out of Home

Artists from selected communities will be commissioned to paint murals depicting their community while showcasing the behind the scenes process of what they decide to create. The slogan share your pride will accompany this section of the join the pride initiative.



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Brand Activation

Over the past few years every fall there is a huge wave of Rush videos and sorority outreach that splash across the recommended of college aged individuals across the country. This experience will take Safari Pride to Rush events across the country and allow members of the Greek life community the opportunity to try Safari Pride coffee.

This campaign will take place across 13 different college campuses. Universities were selected based on the popularity of their Greek life in terms of social media following and engagement as well as overall number of participants in the rushing process.



On the campuses small little stands will be set up and chosen brand ambassadors will provide coffee for those out and around in the areas populated by rush events. This will be a great opportunity to generate awareness of the brand with the demographic as well as inform them of why they should choose to pay the premium price for Safari Pride.

Different events can be generated individually by the Brand ambassadors and the one with the most impressions will win a supply of Safari Pride coffee given to their Sorority all semester long.



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Campaign Review

This campaign was designed to reach a young audience, where they are as well as the platforms that they are on. Targeting micro influencer's works to reach an audience with trust in the influencer recommendations . In person activations aim to create a sense of support and community through public works of art and an opportunity to try the product on college campuses.

BRAVE IN PURPOSE BOLD IN FLAVOR





THANK YOU

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