

# Schweitzer Studios

the art of Max Schweitzer



Marketing Campaign for Celebrate West Hartford





01. Business and Festival Overview



02. Marketing Objectives



03. Target Audience Analysis



04. The Promotional Mix



05. Rollout Timeline



# Schweitzer Studios

the art of Max Schweitzer





# Schweitzer Studios

the art of Max Schweitzer



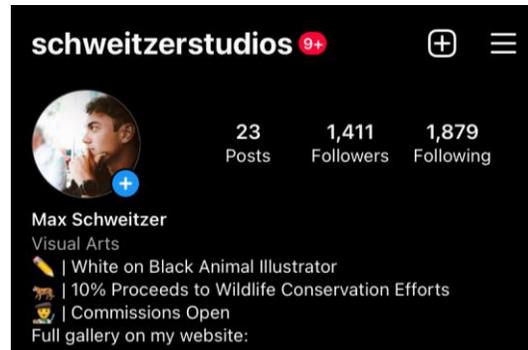
June 10<sup>th</sup> + 11<sup>th</sup>

# Marketing Objectives

---



1. Grow Schweitzer Studios Instagram Following



2. Promote Original Work for Sale

3. Create an Attractive Festival Booth

# Marketing Objectives

---



1. Grow Schweitzer Studios Instagram Following
2. Promote Original Work for Sale



3. Create an Attractive Festival Booth



# Marketing Objectives

---



1. Grow Schweitzer Studios Instagram Following

2. Promote Original Work for Sale



3. Create an Attractive Festival Booth





---

# Target Market

---





# Redesigned Business Cards

Commissioned Artwork Brochure

Schweitzer Studios Story Cards

Instagram Posts

SchweitzerStudios.com

Studio Thoughts Blog



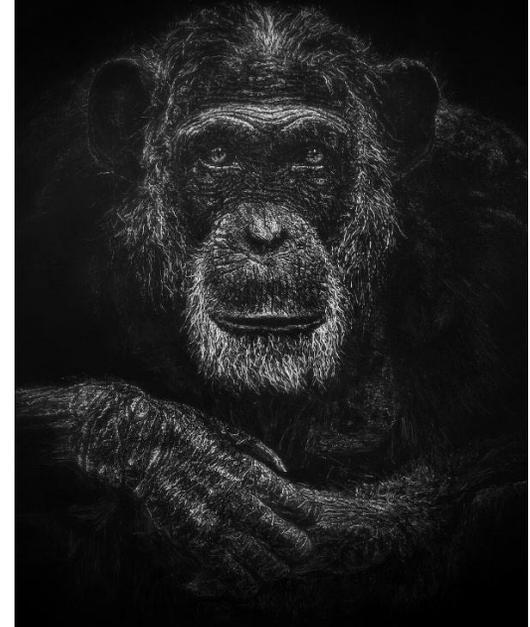
Schweitzer Studios  
— the art of Max Schweitzer



@schweitzerstudios

[schweitzerstudios.com](http://schweitzerstudios.com)

[schweitzerstudiosofficial@gmail.com](mailto:schweitzerstudiosofficial@gmail.com)





Redesigned Business Cards

# Commissioned Artwork Brochure

Schweitzer Studios Story Cards



Instagram Posts

SchweitzerStudios.com



Studio Thoughts Blog



## Why Black Paper?

I love working white on black! The black paper allows for striking highlights and results in a stunning portrait.

All commissions are created using professional-grade materials to ensure long-lasting, vibrant portraits.

Commission Subject

Commissions can depict either a beloved pet or a wildlife animal! Reference photos are required for pet portraits but optional for wildlife.



## Step 1: Pick a Size

I offer a variety of sizes for commissioned work! All commissions are created using professional-grade materials to ensure long-lasting, vibrant portraits.



9 x 12" - \$250

12 x 18" - \$350

20 x 24" - \$600

These sizes and prices are a rough guide. I am happy to provide a quote of another size upon request.

## Step 2: Choose Reference Photos

A strong reference photo is the key to a beautiful portrait!

All commission orders require at least one reference photo. The illustration will be based on one main image. All other photos you provide will be used as texture and anatomy references.

### What makes a Strong Reference Photo?

#### Lighting

A combination of bold light and strong shadow creates a greater sense of depth and makes for more exciting portrait! Avoid photos in complete shadow or complete light.

#### Pose

Photos should have an interesting composition. Head-on, symmetrical views are static and less exciting. 3/4 photos taken from your pet's height are preferred.

#### Essence

You know your animal much more than I do. Submit photos that capture your animal's essence. It is impossible to capture a likeness from a photo that doesn't capture the nuances of your pet's unique identity!

#### Quality

Please submit clear photos that allow me to zoom into specific features. Blurry photos prevent me from rendering all the important little details!

## Step 3: Order and Payment

Please email me at SchweitzerStudiosOfficial@gmail.com or complete the commission form on my website to order!



SchweitzerStudios.com

50% of the total price is required upon ordering the commission. Commissions generally take 1-2 weeks to complete. I will provide a specific timeline when you order based on the size and complexity of the commission.

## Acceptable Payment Methods

- Venmo
- Zelle
- Cash
- Card
- Check

## Step 4: Protecting your Artwork

It's important to protect your portrait to ensure its longevity.

The illustration will be given to you after having been permanently fixed to prevent fading or smudging. However, it is up to you to frame the portrait however you choose! The portrait will be cut to within half an inch of your chosen size.



## Contact Info

Questions? Feel free to contact me using any method below!

Instagram:  
@SchweitzerStudios

Email: SchweitzerStudiosOfficial@gmail.com

Website:  
SchweitzerStudios.com



Redesigned Business Cards

Commissioned Artwork Brochure

## Schweitzer Studios Story Cards



Instagram Posts

SchweitzerStudios.com



Studio Thoughts Blog



## ~ Slate Series ~

These illustrations add a refined, elegant touch to any living space

Each piece of slate is sourced from an abandoned quarry in upstate Vermont. Who needs fancy, expensive paper when you have beautiful natural materials!?

Each piece comes with its stand so it can be displayed immediately.



Redesigned Business Cards

Commissioned Artwork Brochure

Schweitzer Studios Story Cards



Instagram Posts

SchweitzerStudios.com

Studio Thoughts Blog





Redesigned Business Cards

Commissioned Artwork Brochure

Schweitzer Studios Story Cards



Instagram Posts

SchweitzerStudios.com



Studio Thoughts Blog



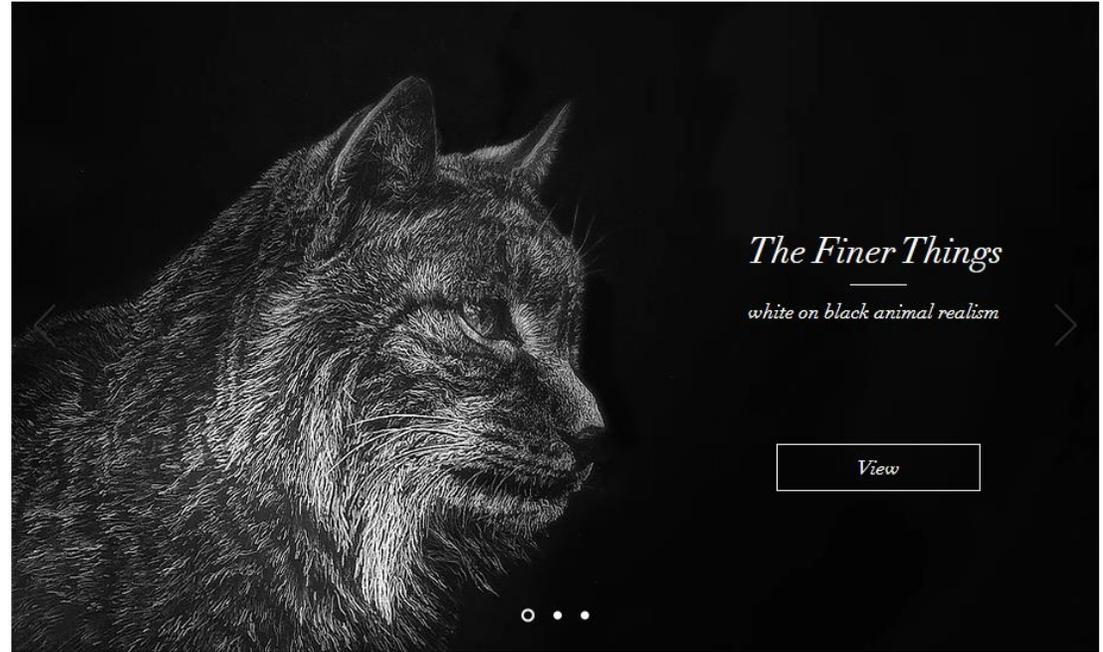
[Gallery](#)

[Shop](#)

Schweitzer Studios  
the art of Max Schweizer

[About](#)

[Blog](#)



[schweitzerstudiosofficial@gmail.com](mailto:schweitzerstudiosofficial@gmail.com)





Redesigned Business Cards

Commissioned Artwork Brochure

Schweitzer Studios Story Cards

Instagram Posts

SchweitzerStudios.com



## Studio Thoughts Blog



### So You're Looking for a Pet Portrait?

What's that? You're looking for a beautiful, illustrated portrait of your beloved pet? Well, you've come t...



### The Importance of Goals in 2023

When I was a kid, I used to write a page or two recapping my year and listing a few goals I had for t...



### 2022 Top 10!

At the end of each year, I like to do a little recap of the work I've created and reflect a bit on my progress. ....

# Rollout Timeline

---



Stage 3

Stage 2



Stage 1

Grow Schweitzer Studios Instagram Following

*April 1<sup>st</sup> – May 1<sup>st</sup>*



# Rollout Timeline

---



Stage 1

Stage 3



Stage 2

Promote Products and Show

*May 1<sup>st</sup> – June 11<sup>th</sup>*



# Rollout Timeline

---



Stage 2

Stage 1



Stage 3

Set Up Booth and Present Work

*June 9<sup>th</sup> – June 11<sup>th</sup>*



# Follow Along!



SchweitzerStudios.com

---

 SchweitzerStudiosOfficial@gmail.com

 @SchweitzerStudios



# References



Blakeman, R. (2018). *Integrated Marketing Communication Creative Strategy from idea to implementation*. Rowman & Littlefield.



Kliatchko, J. G. (2020). *Integrated Marketing Communication: Putting the human person at the Core*. Cambridge Scholars Publishing.

Lizotte, T. (2019). *How to Set Up an Outdoor Art & Craft Booth Display and List of Equipment Needed* [Video]. Tracy Lizotte Studios. YouTube. Retrieved March 21, 2023, from [https://www.youtube.com/watch?v=mGUPH\\_jIoBQ](https://www.youtube.com/watch?v=mGUPH_jIoBQ)



Lloyd, J., & Toogood, L. (2016). *Journalism and Pr: News media and public relations in the Digital age*. I. B. Tauris.

Phillips, D. (2017). *The magical science of storytelling* [Video]. TEDxStockholm. YouTube. Retrieved March 20, 2023, from <https://www.youtube.com/watch?v=Nj-hdQMa3uA>.



Reinheimer, E. (2019). *Top Five Ways to Improve Your Art Fair Display* [Video]. Evan Reinheimer. YouTube. Retrieved March 21, 2023, from <https://www.youtube.com/watch?v=j8TqcKp0kdg>

Schweitzer, M. [@maxschweitzer456]. (2023). *Posts* [Instagram profile]. Instagram. Retrieved March 22, from <https://www.instagram.com/maxschweitzer456>



Town of West Hartford. (2022). *Celebrate! West Hartford - town of West Hartford*. West Hartford. Retrieved February 20, 2023, from <https://www.westhartfordct.gov/town-departments/leisure-services/celebrate-west-hartford>

U.S. Census Bureau. (2022). *QuickFacts: West Hartford, Connecticut*. Retrieved April 5th, 2023 from <https://www.census.gov/quickfacts/westhartfordtownhartfordcountyconnecticut>