

Creative Brief

Client Contact Information:

Kelson Marketing (Southlake, Texas)

info@kelstonmarketing.com

Prepared by:

Robert Warren

Introduction:

“Kelston was founded in 2020 by Stephanie Cross, an award-winning brand marketer with over 15 years of experience working with luxury and lifestyle brands like St. Regis, W Hotels, The Luxury Collection, and Michael Kors. With deep roots in hospitality, she ensures every idea is both compelling *and* operationally executable.” (*About Kelston Marketing | Dallas Marketing and Branding Studio — Kelston | Marketing and Branding Studio in Southlake, TX*, n.d.)

Kelson marketing is a creative agency based in Southlake, TX, offering marketing services nationally (as well as in DFW). Kelston’s strengths are branding and web optimization. The clients for Kelston range in industry from interior design, hospitality, food/beverage, hotel, and consumer brand industries. The target market for Kelston would be entrepreneurs, or CEOs of mid-sized companies. The age range of the clients is between 24 and 38-years-old. Kelston values good people and woman empowerment

in much of their messaging of the Kelston brand. Kelston's products are services for brand development, creative and marketing.

Kelstons products include: : "Strategy, Re-Branding, Copywriting, Tone of Voice, Logo Design, Business Naming, Brand Style Guidelines, Website Design , Graphic Design, Brand Programming , Signage, Sales Assets, Strategy, Organic Social Media, Ideation and Search Engine Optimization". (*Kelston - Brand Development and Marketing Studio — Kelston | Marketing and Branding Studio in Southlake, TX*, n.d.) [Here is a link to the website for the design team to help get a sense of brand identity and mission \(CLICK HERE.\)](#) Kelston's mission is "We made it our business to help yours." (*Kelston | Marketing and Branding Studio in Southlake, TX*, n.d.-f)

Kelston Marketing is seeking two display ads with the purpose of raising awareness by promoting its social media branding services. "Even with the best intentions, maintaining brand consistency can be challenging at times." (Wong, 2024) This is where Kelston's mission comes into play: "We made it our business to help yours." (*Kelston | Marketing and Branding Studio in Southlake, TX*, n.d.) Kelston aims to do two display ads to raise awareness on Kelston's ability to help businesses and entrepreneurs with social branding.

Project details:

Kelston will run two display ads showcasing social branding services examples for customers. The first ad will be a Google responsive display ad. SEMRUSH rates Google as the top online publisher with 22.24B visits in May. (*Most Visited Publishing Websites in*

the United States 2025 / Trending Websites, n.d.) This ad will be a 30 sec or less video, run for 30 days and will target the entrepreneur that wants to travel but is too busy doing their own marketing. Kelston will need a video, minimalist style and tells the detailed story. **The due date for this ad will be Aug. 15, 2025.** This ad is for the entrepreneur who likes to travel and is for the Google display responsive section. The purpose of this ad is to raise awareness of the brand through views.

The second display ad will be a Facebook audience network ad, showcasing social branding services examples for customers, this ad will be targeted to a woman CEO of a mid-sized business that sees herself empowering others through a strong business. This will be a medium rectangle image that conveys that message. The goal of this ad is getting traffic to the Kelston site. **The due date for this ad is Aug 15, 2025.** These ads will run side by side so Kelston can A/B test them to see which sees more results.

Kelston will need to prepare for these two display ads: a strong hook, clear CTA, catchy caption and make sure to include the Kelston logo on the ad. “It may seem like common sense, but many businesses forget to add their logo to their ad. Google requires that you add your logo to your display ad. If you don’t, they won’t approve your display ad.” (Storm & Storm, n.d.)

When Kelston creates these ads, it needs to have a very clear alignment with the site. When a user sees an ad for instance talking about branding services, the CTA link needs to go directly to the brand services page. There needs to be a very clear image of using the least amount of steps for the customer. This will make the message as clear as possible and also lead to more useful clickthrough’s. There is no point in making these

ads if there is a high bounce rate from the site with not much of a traffic difference.

Below are the goals and objectives.

Goals and objectives:

- Increase brand awareness among entrepreneurs age 24-38 with at least 40,000 impressions on the Google responsive ad within the first 30 days.
- Increase traffic to Kelston's site from the Facebook Audience Network of at least 1,000 visitors with a 2.5% CTR.
- A/B test these ads and determine which of the two ads performed the best. Analyze why and how we can improve ads in the future for the Kelston brand.

Audience:

Kelston's target audience is B2B with entrepreneurs and CEOs of mid-sized companies. They are about 35-years-old and the two campaigns will target the 8.1 million people in the DFW area. This will be a more focused campaign on DFW rather than on a national scale. As 51% of the population is female and 49% is male the campaigns will be from a unisex perspective. The messaging in the second image campaign will still run towards the empowering woman. This will also be targeting people with the median income of \$86,860. The targeting will be towards the 40% bachelor's degree holding in DFW. Keep in mind when creating creatives that 52% of DFW is married so messaging needs to be from a marriage friendly perspective. (Census Reporter, n.d.) Then as there are 3.2 million businesses in Texas there is huge opportunity for the B2B marketing. (2023 *Small*

Business Profile, n.d.) There is lots of competition as there are 388,461 in professional services so doing some ads to try to increase traffic is crucial. (*2023 Small Business Profile*, n.d.)

Competition:

One direct larger scale competitor based in Dallas, TX is Kreative Media. They offer services like Kelston such as branding, social media management, and web optimization. They align geologically with Kelston's clients in DFW focused on mid-sized businesses in hospitality, wellness and real estate. They also highlight their branding services like Kelston. The differences between this competitor and Kelston is they are more of a large scale agency. They also have a more darker look to their branding whereas Kelston has a clean boutique lifestyle feel. They also offer 3D services where Kelston does not touch as well as paid. (Kelston sticks to organic media.) Kelston just needs to push more to compete with this larger agency. Running two display ads is a good start. Later on it may also be good for Kelston to revisit the website to review UX.

Communication points:

The biggest thing the audience is going to want to know is why Kelston? Why choose Kelston over a different marketing agency? The key relies in the background and message. Stephanie Cross (Kelston's founder), is an empowering woman that embodies the empowering woman that Kelston portrays in its marketing. Mrs. Cross also is an award-winning brand marketer. Take this and realize Kelston's minimalist modern

image of helping businesses through business and you get to understand the brand.

Kelston is all about good people doing good for others. This is a strong message that not every brand conveys. So with the first ad it is important to convey the idea of helping a business person. How does Kelston help them? Kelston helps businesses with making consistent branding in their social by freeing up their time. The message will be geared towards the entrepreneur. The value Kelston provides is freeing up entrepreneurs time on their branding so they can focus more on traveling, enjoying themselves and focus more on business rather than marketing. The strategy is minimalist and modern.

The second ad will be talking about branding consistency on social from a woman empowerment stance. This will take the idea of empowerment through confidence in branding consistency in their business. Kelston takes the issue of a scattered idea, cleans it up and personalizes it in consistency of messaging. The strategy will remain minimalist and modern. This needs to really convey CEOs of mid-sized businesses finding confidence from working with Kelston. This is NOT a customer testimonial, this IS a empowerment through consistency in branding on social message.

Communication mediums:

The first ad will be a Google responsive display ad. SEMRUSH rates Google as the top online publisher with 22.24B visits in May. (*Most Visited Publishing Websites in the United States 2025 | Trending Websites*, n.d.) The second ad will be a Facebook audience network ad which will run two places: firstly, targeting Facebook is 86%

leading on social marketing platforms and secondly, run as an Instagram ad as Instagram leads on social marketing platforms at 79%. (Kiplangat, 2025)

Design preferences:

- The font used needs to be Open Sans. This will provide a clean minimalist and modern look similar to Kelston's brand. The title should be bolded and subtitles should not be bolded.
- Text color should contrast the background. If the background is dark use white. If the background is light use black.
- This is the specific logo that needs to be used in all designs. The background needs to be transparent for logo placements. Logo should only be placed in the bottom right corner of social media posts or can be centered for the title/end slides of videos.



- The color to be used for any video title slides or presentations should be lucky shamrock, which is a teal blue color that keeps consistent with Kelston's Branding.

#4a787d Hex Color Code



The hexadecimal color code #4a787d is a medium dark shade of cyan. In the RGB color model #4a787d is composed of 29.02% red, 47.06% green and 49.02% blue. In the HSL color space #4a787d has a hue of 186° (degrees), 26% saturation and 39% lightness. This color has an approximate wavelength of 489.04 nm.

(#4A787D Hex Color Code, n.d.)

- For social media posts they should be lifestyle centered and have a transparent overlay on them. The transparent overlay can be tan, black or white. [Please see the website here for clarification on any confusion.](#) (Kelston, n.d)
- Kelston has a lighter look and feel to their images. The photography is more lifestyle based and has a black/brown/white transparent overlay look over many of the images.
 - Any social posts need to give the feeling of travel and luxury
 - Needs to be minimalist and clean

Contact information:

Robert Warren

Robertwarrenphotography6@gmail.com

972-464-6900

Citations

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