



*as a consolidated approach for the modern artist + entrepreneur,  
Era Hope collaborations take ideas to the cutting edge of innovation  
through forward thinking creativity and intellectual precision.*

**conversation creates collaboration creates art.™**  
*connect. converse. collab. create art.*

# *Aera Hope Services*

- ∞ creative strategy consulting
  - incorporate cultural, category and consumer insight within creative process to ensure highest quality and overall success of creative project. ensure project is consistent and aligns with artist's vision.
- ∞ brand consolidation/revamp
  - a set of 10 targeted and tailored questions that consolidates your business idea to discover the overall purpose and differentiation to help revamp brand presence and marketing strategy. (includes investors pitch deck)
- ∞ website design
  - design innovated with brand differentiation, consumer experience detailing and consistent aesthetic theming. (should be completed after brand consolidation/revamp).
- ∞ marketing strategy/ad campaign
  - innovate strategic marketing plan for target audience based on cultural, category and consumer insight discovered through brand ideation to solve an identified problem. (from mood board to execution)
- ∞ social media content creation
  - content innovated in line with brand consolidation/revamp to create an aesthetically appealing and engaging experience with the target audience. materials will be consistent with digital and print materials. (photo and video creation)
- ∞ artist commission / event planning
  - link artists or thinkers to collaborate and create art through the Aera Hope network for promotion, product sales, or featured event.
- ∞ product design
  - design innovated with positive psychological engagement, brand differentiation, consumer experience detailing and aesthetic appeal. (from mood board to purchase)
- ∞ aesthetic detailing
  - enhance already existing brand presence through aesthetic detailing and modernization.
- ∞ digital materials
  - materials catered to the digital experience and innovated with brand differentiation, psychological emphasis on target audience insight and aesthetic appeal.
- ∞ print materials
  - materials catered to the physical experience and innovated with brand differentiation, psychological emphasis on target audience insight and aesthetic appeal.
- ∞ social media preparation
  - strategically render social media platforms in line with brand consolidation/revamp to create an aesthetically appealing and engaging experience with the target audience.

*collaboration fees reflect a starting rate of \$150/hour and are subject to change on a per client basis based on client-specific requirements. monthly collaborations are available starting at \$1500/month to address multiple needs at a time.*

***thank you for your business!***

*AeraHope.com*