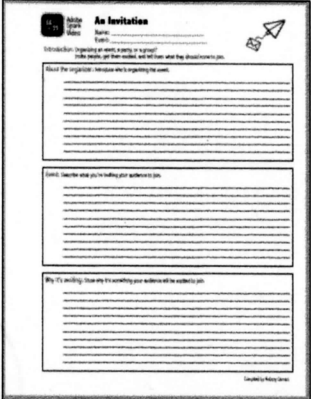
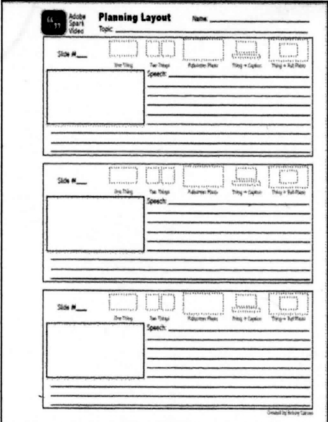


# Content

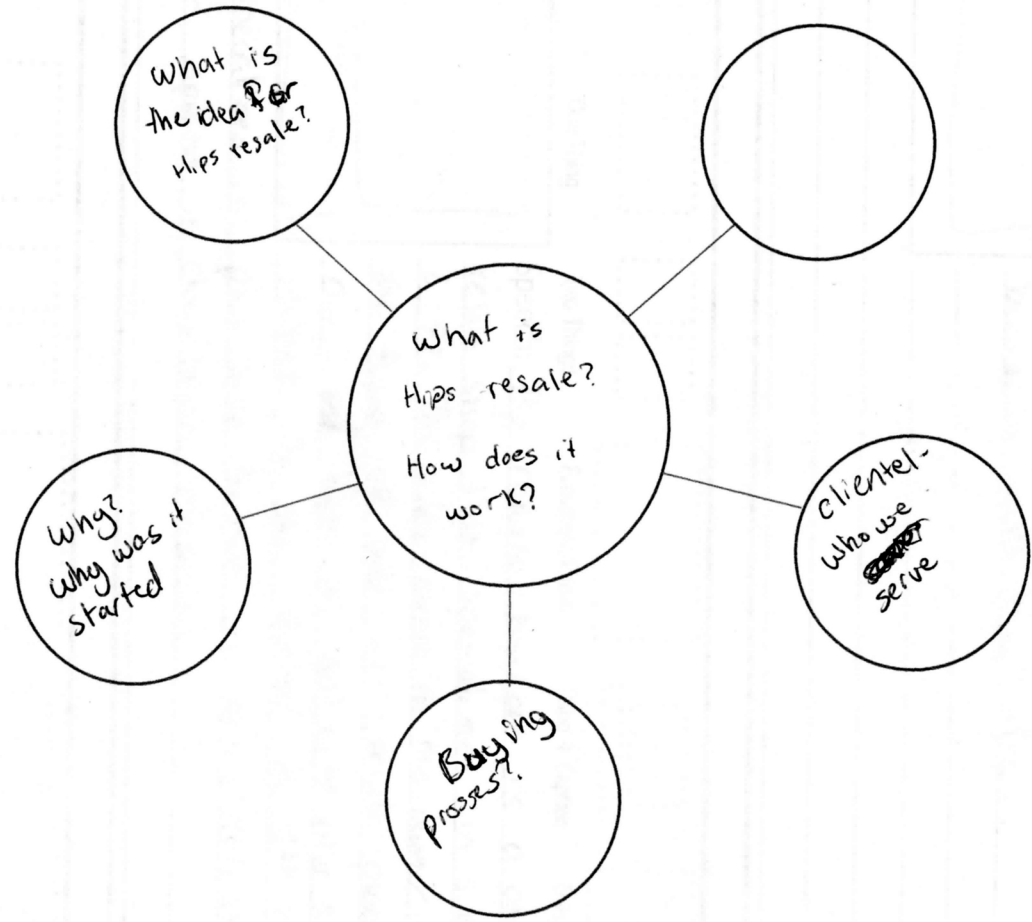
## for the Web

Brianna Twyman

## Worksheet Content Discovery: Video

Target	Business Type and Name: Resale Hips resale		Company Profile: plus size resale	Marketing Plan: Highlight an idea that is involved in the company
<b>Who</b> is the item for? (audience)	Select the problem		Who is the audience? plus size women in <del>the</del> metro detroit	Frame the Question that is to be answered by this video? what is Hips resale? How does it work?
<b>Why:</b> What is the item's job?				
<b>Why:</b> What is the value to the audience?				
Plan	Where will the video be located? ↓ How will the video be created? Spark			
<b>Where</b> will the item be located?	1) Use the Mind Map worksheet to develop the video.  2) Use the Story Planning Worksheets provided that corresponds to the Spark Video Template that you are using to assist in writing your video story.			
<b>What</b> elements will the content item have?				
<b>What</b> are the delivery specifications? examples: aspect ratio / dimensions				
<b>How</b> will you create the item?				
Design	USE the Spark Video Layout Storyboard to Design the slides in the video.			
Attach layout wireframes - simple squares design thumbnails - graphic detail				
<ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>				

Content Mind Map



# Planning Layout

Name: \_\_\_\_\_

Topic: Have Hips Resale

Slide # 1



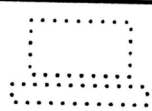
One Thing



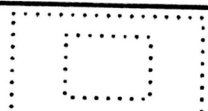
Two Things



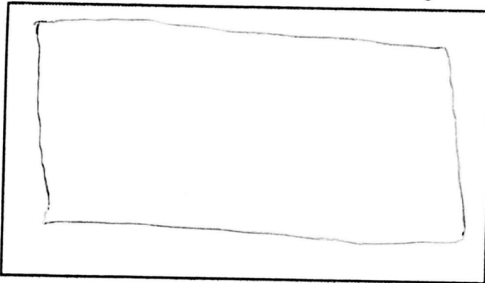
Fullscreen Photo



Thing + Caption



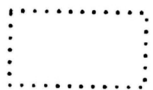
Thing + Full Photo



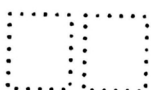
Speech: What is Have Hips resale?

How does it work? With this video I will educate you on the small businesses with 'big' ideas.

Slide # 2



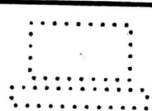
One Thing



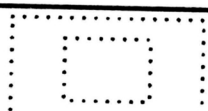
Two Things



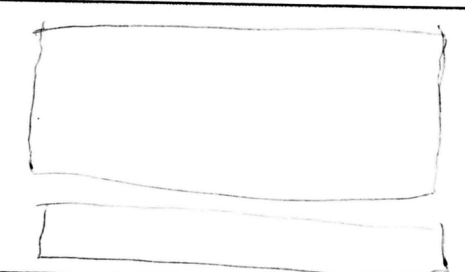
Fullscreen Photo



Thing + Caption



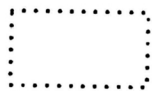
Thing + Full Photo



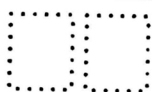
Speech: Hip resale boutique is a consignment/ resale shop that specializes in sizes L-4X. The idea came to the owner when she found out that most resale places don't ~~sell~~ <sup>take</sup> ~~code~~ or sell cute plus size clothes. So she started the 1st resale

store that specializes in plus size fashion in metro detroit. The first location opened in downtown clauson.

Slide # 3



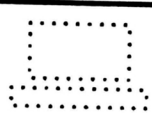
One Thing



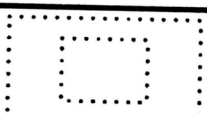
Two Things



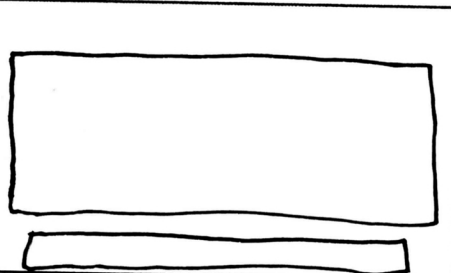
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: The way Hips obtains their clothes is through buying clothes from their customers. For the clothes that they buy from the customers they offer 30% cash or 45% in store credit toward future purchases. They take new and slightly

worn clothes without stains, odors, or damage.

# Planning Layout

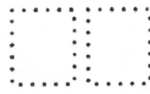
Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Slide # 4



One Thing



Two Things



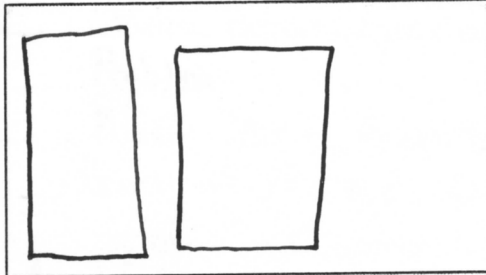
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: Why shop Hips? We offer cute, trendy plus size clothes at good prices. Even from top brands like Lane Bryant, Tamarac, City Chic, and other brands. The perfect place to find get good finds.

Slide # 5



One Thing



Two Things



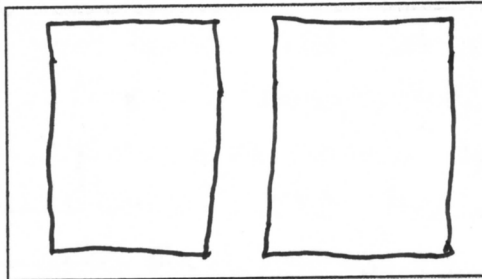
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: How it works. Bring in your gently used/new clothes by appointment in bags or basket. Up to 25 items. The buyer will review the clothes and keep the items that are needed. They then give you an offer of cash (30%)

or in-store credit (45%).



Have Hips resale

Highlight an idea that the company is involved with  
~~By~~ Buying thier inventory from women in  
metro detroit, spescalizing in plus size fashion

Problem

Plus size ~~a~~ women wanting to clean out  
thier closet but some places ~~a~~ won't take their  
clothes / they want ~~to~~ to sell their clothes

1 ~~Setting / context~~ (Describe the world today)  
~~Gradates~~, you know ~~we~~ we have ~~a~~ the problem of  
too many clothes. Either we aren't wearing them,  
can't fit them, or we forget about them and find  
them 6 months later.

2 Problem

When you gather those clothes you probably think  
"I spent alot of money on these, I don't want  
to just donate them!" which is fair, ~~The~~ average  
plus size woman spends about \$637 a year on  
clothes. <sup>Ⓢ</sup> But there are places that refuse to take  
plus size clothing for consignment. What can you do then?

3 What could be...? (better world without this problem)

What if there was a place that you could sell  
thoes clothes and find cute plus size clothes?

A one stop shop for buying and selling plus ~~a~~  
size clother.

4

Solution: ~~For those~~ That place exists, it's called Hips Resale Boutique. A consignment/Resale store that specializes in plus size fashion. It's ~~in~~ Detroit's first plus size resale store! Located in downtown Clawson, it's a great place to find and sell cute plus size fashion.

5

Reward  
When you bring your slightly used/new plus size clothes into Hips, they can give you cash or a in-store credit to spend on their selection of ~~current~~ plus size fashion. You ~~can even~~ bring clothes in and can come out with cute clothes/accessories.

6

How to do it.

What could be...? (better world without this problem)  
What if there was a place that would sell these clothes and find cute plus size clothes?  
A one stop spot for buying and selling plus size clothes.