



Merry Christmas
& Happy New Years

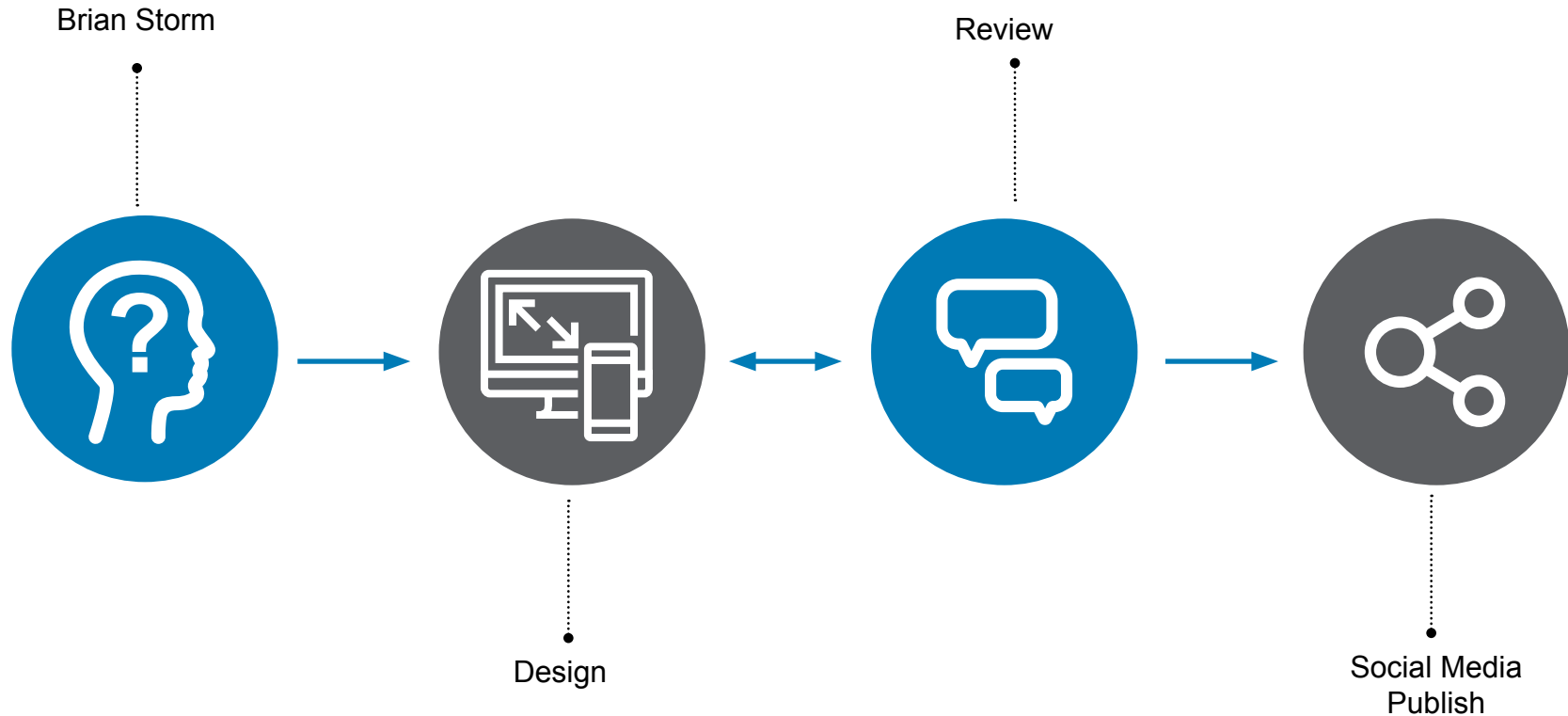
• 6

Social Media Greeting Design

Platform: Social Media



Design Process



Introduction

Above All Lighting company sends Christmas Greetings through its social media channels to maintain better relationship with customers yearly. Branding and prompt Above All products.

Objective

- Retargeting and affiliate customers
- Build friendly social community
- Branding and prompt Above All products

My Roles

Designer

Tools

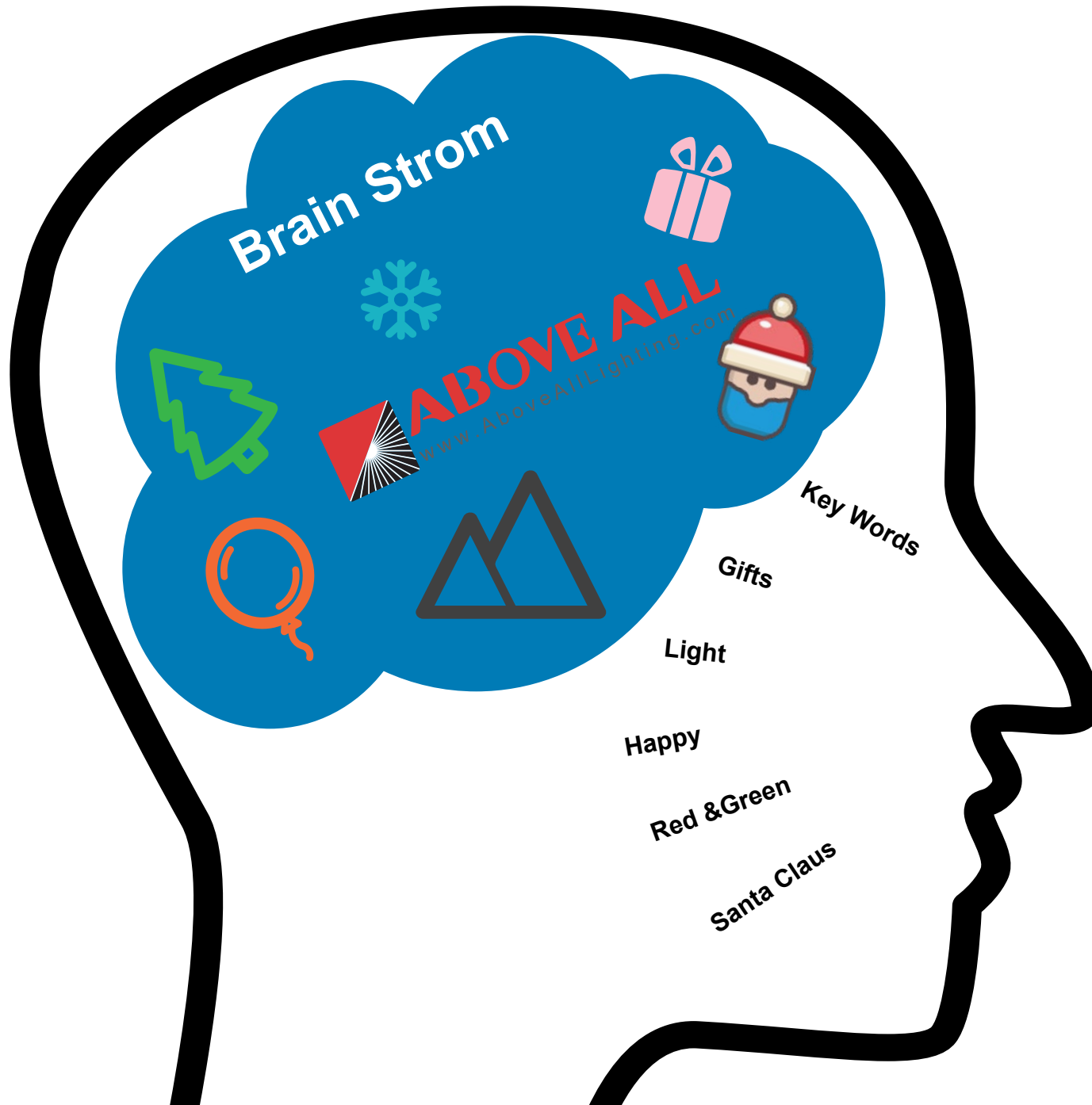
Photoshop, Illustrator, After Effect, LinkedIn, Twitter

Learned

Social Media & News Publication

Brian Storm

Christmas Greeting Design (2021)



Design & Review

- Graphic Design proposal
- Review by Marketing and customer teams
- Revise

A



B



Review
↔
Revise



Review by Marketing and
customer teams

Final Design

After review, final design idea is option A combine with option B to evolve option C design.

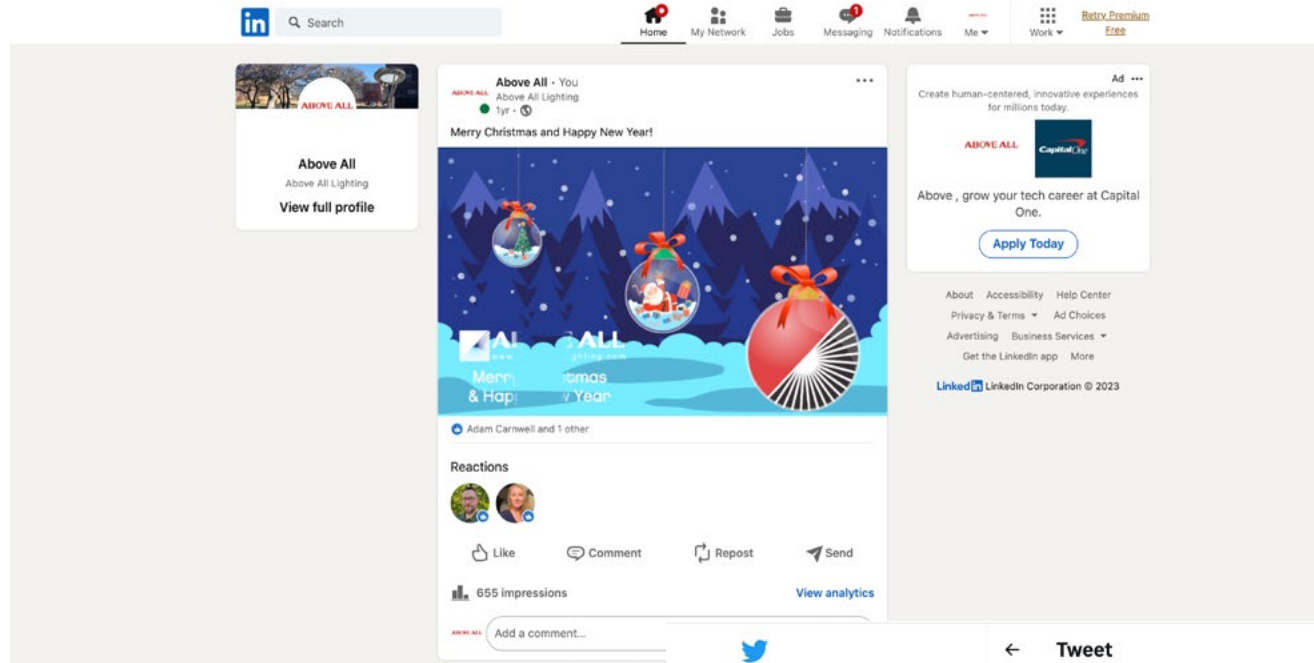
A+B=C



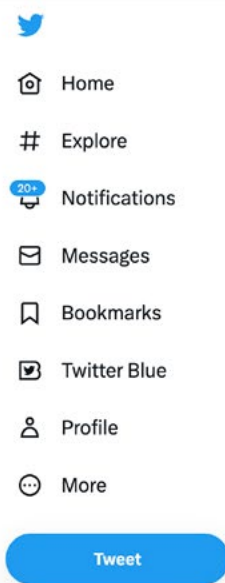
Merry Christmas
& Happy New Years

Social Media Publish

Post on LinkedIn and Twitter social media channels.



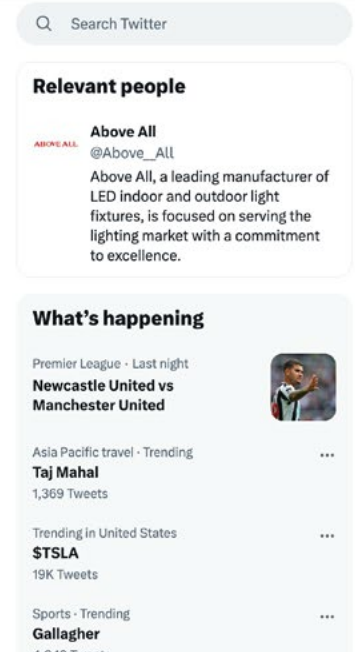
The screenshot shows a LinkedIn post from the company 'Above All - You Above All Lighting'. The post features a festive holiday-themed graphic with the text 'Merry Christmas and Happy New Year!'. The graphic includes a blue background with white snowflakes, a red Christmas tree, and a large red gift box with a white fan-like pattern. The company logo 'Above All Lighting' is visible in the bottom left of the graphic. The post has received reactions from Adam Carnwell and 1 other person. The LinkedIn interface includes a search bar, navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work, and a 'Premium' badge.



The screenshot shows the Twitter navigation sidebar. It includes icons and labels for Home, Explore, Notifications (with a '20+' badge), Messages, Bookmarks, Twitter Blue, Profile, and More. A blue 'Tweet' button is located at the bottom of the sidebar.



The screenshot shows a tweet from the account 'Above All (@Above_All)'. The tweet text is 'Merry Christmas and Happy New Year! 🎄🎁🌟'. The tweet features the same festive holiday-themed graphic as the LinkedIn post. The tweet was posted at 10:21 AM on Dec 21, 2021. Below the tweet, there are icons for replying, retweeting, liking, bookmarking, and sharing. A 'View Tweet analytics' link is also visible.



The screenshot shows the 'Relevant people' and 'What's happening' sections of the Twitter interface. The 'Relevant people' section features a profile card for 'Above All (@Above_All)', described as a leading manufacturer of LED indoor and outdoor light fixtures. The 'What's happening' section lists trending topics, including 'Premier League · Last night Newcastle United vs Manchester United', 'Asia Pacific travel · Trending Taj Mahal' (1,369 Tweets), 'Trending in United States \$TSLA' (19K Tweets), and 'Sports · Trending Gallagher' (4,842 Tweets).



Merry Christmas
& Happy New Years
HAPPY HOLIDAYS





ABOVE ALL

www.AboveAllLighting.com

Merry Christmas & Happy New Year!