



FLORAL+LANDSCAPE

ABIGAIL FOWLER
DESIGNS, LLC

FLORAL BRANDING
MARCH 2018 - JUNE 2020



**QG Floral has proudly served NYC for over 40 years.
The company consists of 5 departments: floral,
landscape, events, corporate, holiday, and sympathy.**

**During my two years overseeing the creative,
marketing, and e-commerce sections of each
department, I produced a full rebrand of the company.**

For example, I photographed all pictures in this document.

PRODUCT DESIGN

The first large assignment I took on at QG Floral was the product catalogue. Floral recipes were half-completed and not all vases were logged out of the 200 products they had.

I started by making master lists in excel with recipes, pricing for market price calculated into retail, a photo of the products, name, description, and mark-up price based off the algorithm's mark up of individual items.

From there, the company as a whole looked at what styles and flowers were missing from our designs and we started product photoshoots to fill in the blanks. I spent a month before a shoot crafting a look book off of what we were missing as well as my sales reports of which colors and flowers sold the best.

When the time came, I directed every photoshoot with a list of guidelines and requirements to make sure that every product was shot at all the best angles, and a 360 degree rotating MP4 was created to allow e-commerce customers to see the design overall.

After the photoshoot, I named the product (usually off a pop-culture reference) and came up with descriptions that amplified the names.

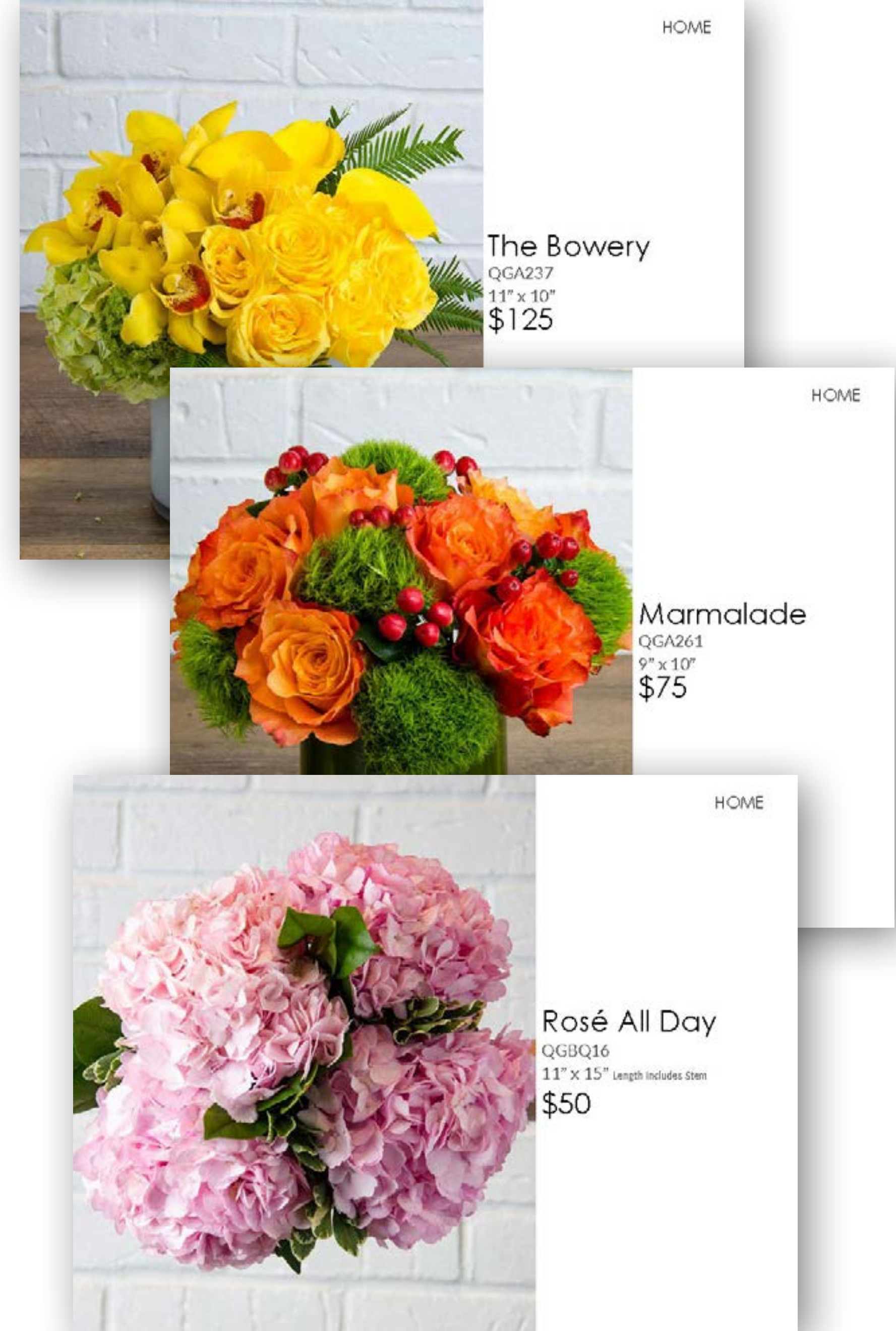


CATALOGUE

Having an organized system is key, but ensuring that the system is implemented in a way that best helps the company is the only way your system will be useful. After setting up the master lists for the products, I asked the designers and customer service representatives what their pain points were and how my graphic design and organizational skill could help.

For customer service, they wanted a catalogue organized by collection on their iPads to show walk-in customers what we were carrying that season.

It took a bit to find a template that worked best, but drafted a design that had a gorgeous product photo as well as info that both the customer and employee needed for a smooth transaction. Going a step further, I made clickable links on the menu pages as well as a "home" button on each product page to revert back to the collection's menu. To keep things as smooth as possible, all files were compressed in a way that didn't take away from the immaculate imagery, but cut the load time in half so the product pages would pop-up without delay.



RECIPE BOOKS

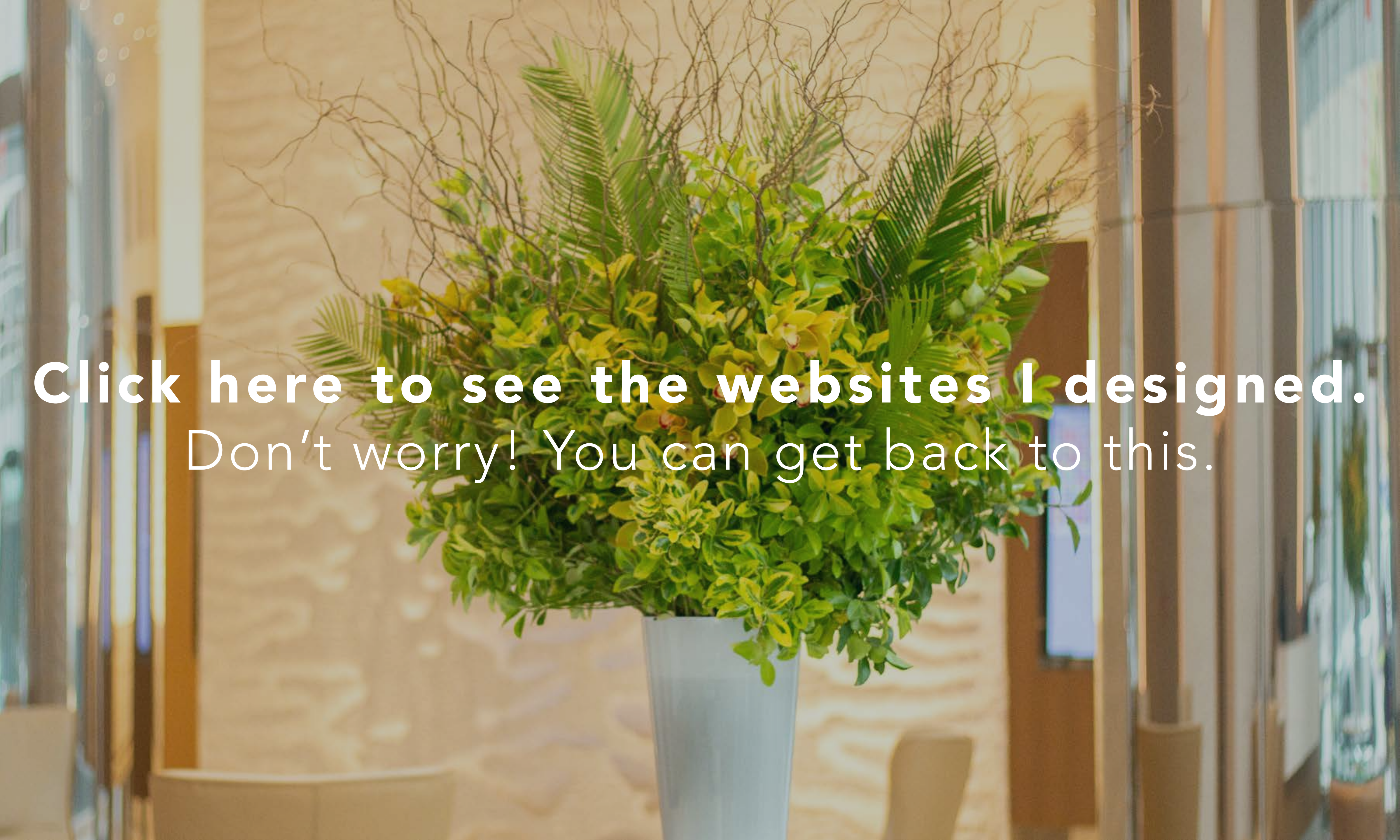
The designer's pain points were only having pictures to base the orders they designed on. Sometimes this resulted in too many or too few of flowers in each arrangement.

Once I had completed the master lists, finding all the missing recipes, I made a recipe book for the designers. Laying out all the products in an index format at the start of the booklet, with clickable links to each product's recipe page. By 2020, there were over 500 products not including our sympathy line, so it was imperative to design the book as user friendly as possible.

This helped immensely; cutting down on time it took for designers to guess how the product was structured, giving them more time for customer orders and weekly arrangements for our corporate clients.

It was also beneficial in helping transparency between the office and the studio. If the designers saw that an older arrangement (one in which I had to guesstimate the flower count) was off, they could let me know and I could have the master list and price point reflect their more accurate count.





Click here to see the websites I designed.
Don't worry! You can get back to this.

BRANDING COLOR SCHEME

Although QG has used the same logo for over a decade, when I started working there, they'd recently changed their colors from a bright green and brown to a dark gray and deeper green.

Being a family owned shop-turned-corporation, they were also hoping to rebrand to a more modern, professional aesthetic. To convey this, I used the grey color in their logo more than the green and kept designs minimalistic, usually with a white background so the flowers, landscaping and interior design could speak for themselves with the beautiful imagery they already had.

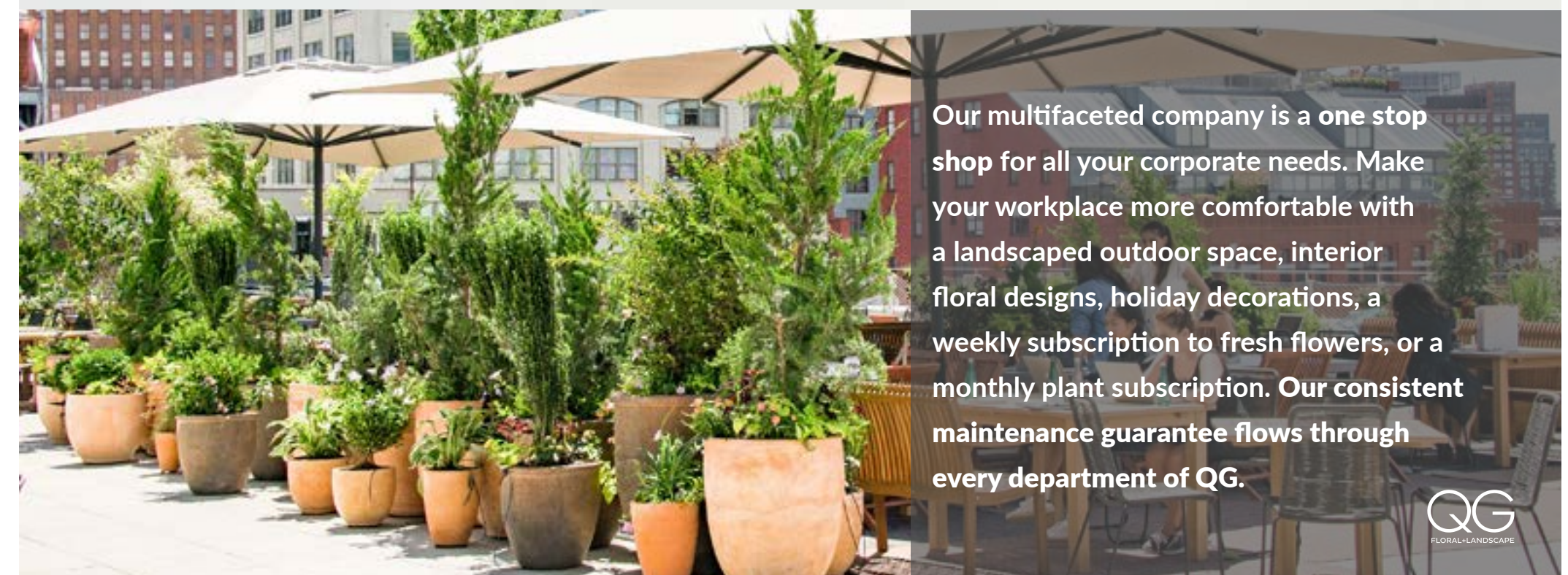
With each design I did and social media handle I worked on, I made sure it related to the brand as a whole: as a Sicilian-family owned modern NYC company.



WEDDINGS
EVENT PLANNING
INTERIOR DESIGN
HOLIDAY DECORATING
CUSTOM ARRANGEMENTS
CORPORATE LANDSCAPING
ONLINE ORDERS
FLORAL SUBSCRIPTIONS

Perfectionists with family values and modern designs.

QG Floral and Landscape has proudly served the Queens community for over 40 years.



Our multifaceted company is a **one stop shop** for all your corporate needs. Make your workplace more comfortable with a landscaped outdoor space, interior floral designs, holiday decorations, a weekly subscription to fresh flowers, or a monthly plant subscription. **Our consistent maintenance guarantee flows through every department of QG.**



PHOTOGRAPHY AND VIDEOGRAPHY DIRECTION

To keep the focus on the company's gorgeous creations, vivid, high-quality imagery was a necessity. I managed 5 freelance photographers and videographers with the goal of uniform, mesmerizing photos that help the brand shine. The product photography. For example, needs to have the same warm hues as our photos for corporate. The holiday set up videos, although shot in the darker winter months, needed to have a similar bright aesthetic as our fourth of July promotional posts.

It was such a pleasure to manage so many other creatives. Once I conveyed the brand goals to them, we came up with phenomenal imagery that showed all the departments without making them seem out-of-touch with one another.



MARKETING PLANS

Marketing plans were made on a quarterly basis.

Using all the imagery pulled from previous shoots and designing based on the branding guide, I would spend 1-2 weeks mapping out holidays for the quarter, peak sale times, and what shifts to make in social media to match the season.

Having kept monthly reports on e-commerce profits and products, after the first year, it was easy to determine what to highlight and what changes to make.

To make the compilation easy-to-communicate to the team, I packaged all the info in a booklet.

My coworkers received it a week before our meeting so the results of that month's marketing would match every department's needs.

SYMPATHY SITES

AN OVERVIEW



HOLIDAY CARDS



OCTOBER 2ND



SOCIAL MEDIA PHOTOSHOP AND VIDEO

A big part of keeping up with social media is staying on-trend when the wind blows. During my first year, I spent my weekends learning more about Photoshop and Premiere Pro in order to generate new content with older photos since I hadn't been there long enough at the time to produce a full photo-bank.

Over time, this turned into personalizing products for specific occasions, which allowed us at QG to show the amount of inclusivity the company has always had.

Click here to see more more digital media.

QG FLORAL'S Valentine's in NYC A DATE GUIDE

1. Ice skating at Bryant Park.
2. Movie night at Nitehawk Cinema.
3. Skiing at
4. Explorin
5. Strollin
B
6. Delivering fl
they can enjo
be



QG FLORAL'S Autumn in New York A GO-TO GUIDE

1. NYC Coffee Festival.
2. Tasting seasonal beers at Brooklyn Brewery.
3. Watch the leaves change at central park.
4. Apple picking upstate.
5. Stroll Brooklyn Heights with all their brownstones.
6. Grab a centerpiece design for your dinner party with friends.
7. Take a "Ghosts of NYC" walking tour.
8. Thumb through the new books at The Strand.
9. Go thrift shopping for cozy fall clothes.
10. Stop by our greenhouse to get mums on your fire escape.



QG Your Story 4h

WHICH IS BETTER?



SPRING

81%

WINTER

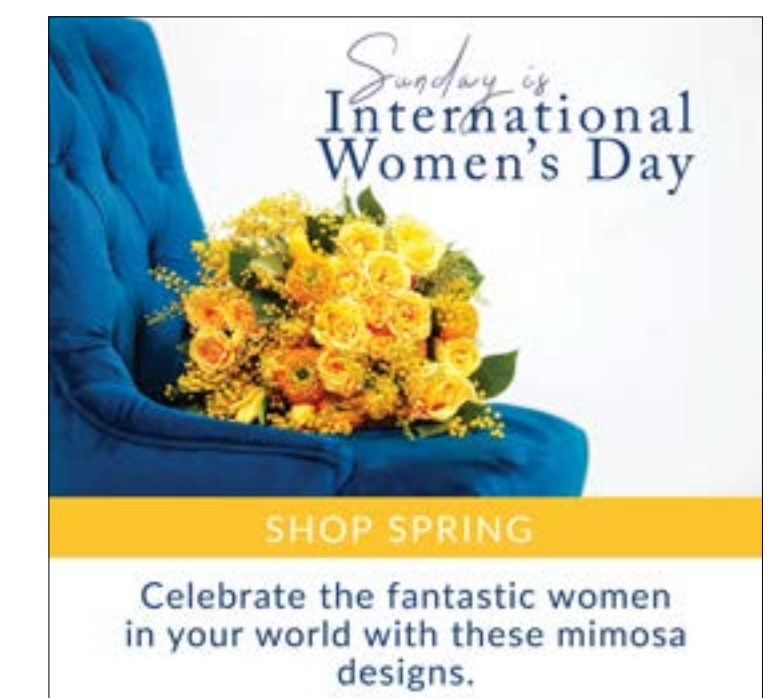
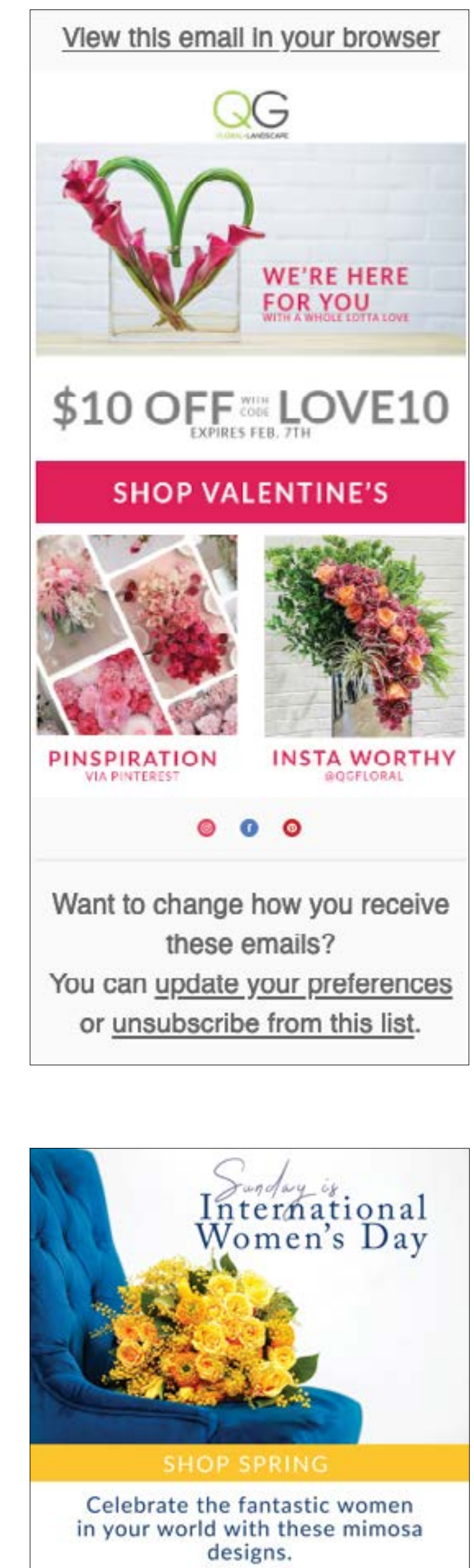
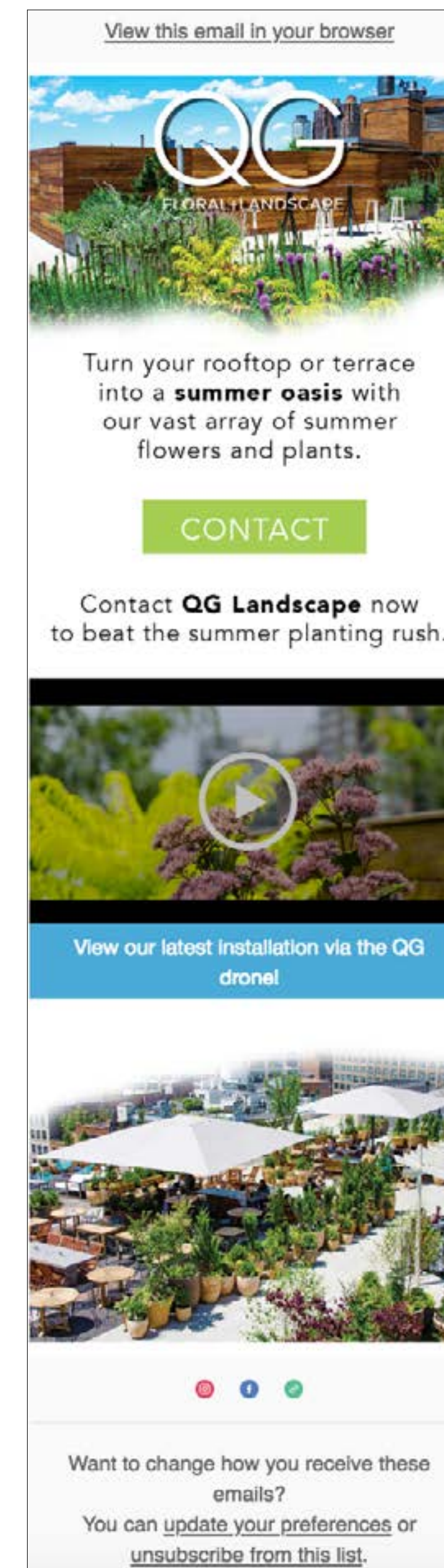
19%



E-Newsletters

Helped us start a conversation with our customers more and generate sales.

After a lot of A/B testing on ROI from layouts, I was about to design templates that matched our branding and goals we wanted to achieve in each email blast.



CORPORATE HANDBOOKS AND MATERIALS

Although our corporate handouts were under the same branding guidelines as the rest of QG, they needed to be more modern and less family-oriented than our retail side.

Writing purposeful content that could vary to each client's needs paired with pristine imagery and designs that focused on those images was monumental.

QG's work has always been immaculate, they simply haven't had the branding and design work to match. These designs, like the informational layouts below, could easily transfer into any client package to help close and deal.

MONTHLY ORCHIDS

Bring beauty into your home or office with our premium monthly orchid plant subscription. We provide NYC with the best and most beautiful orchid plants at affordable prices.

Whether you choose annually consistent colors such as purple or white, or go for a rotation of colors depending on the season; our team will be at your space at the beginning of each month to drop off a fresh design as well as maintenance it in the days in-between.

Single Stem	Double Stem	Triple Stem
\$85	\$150	\$225







2019 MONTHLY ORCHIDS
154-10 Cross Island Parkway
Whitestone, NY 11357
718.746.4846

WEEKLY ARRANGEMENTS

Each week we deliver lovely floral arrangements to our clientele. The color and flower choices change each week, but our style and artful designs consistently shine through.

To find the perfect match for your space, we start by visiting your property and analyzing what size as well as aesthetic will best match the area. Through meeting with you, we'll learn all about your preferences and hand pick a vase that best matches you and your brand.

Small STARTS AT \$100	Medium STARTS AT \$200	Large STARTS AT \$275
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Hand selecting a vase to best fit your brand and space, no detail will be left unnoticed by our designers when crafting your weekly arrangement. Delivering them all over the weekend and servicing half way through the week with fresh flowers in hand and a jug of water, our team will ensure your space never gets overlooked and your design is always pristine.

Our corporate accounts liaisons can match a design style to any price from \$100 and above. Let's sit down and chat about what you want!



HOLIDAY DESIGN

'Tis the season to take your office or corporate holiday décor to the next level! Our talented QG team truly brings the magic to the holidays. We design, install, and take down the décor. Effortless holiday décor? Now that is truly magical!

During one of the most festive times of the year, we offer an immense amount of services to get you through the holidays. Our most notable are: holiday decor, festive floral subscriptions, poinsettias, plants, corporate events, and gifting for your clients.

The Process

Our process includes an assessment of your property, planning the design with you to ensure it exceeds your expectations, installing the decor, breaking down, and storing of all the products for next year.









CORPORATE EVENTS

Allow QG Floral to enhance your event with custom floral arrangements. Whether it's a seminar, non-profit gala, or project milestone; we will help from start to finish so you can focus on your team. Our event coordinators work closely with you to create stunning and unique visual displays. Each arrangement is perfectly curated by our world-class design team. Impress your clients and employees with QG Floral.

Whether you have designs in mind or have a blank slate, we will fill in all the gaps for you at your price range. Our event coordinators personally scrutinize over mood boards and concept designs so that, once you give the sign off on it, the designs are as good as done and off of your plate.

Corporate events are stressful enough. Our goal is to turn your woes into "woes." With a team that's always energized to design and will stay nearby until you give your final approval, you have nothing to worry about with us.



LANDSCAPE DESIGN

We are proud to design public spaces, urban rooftops, terraces, courtyards, and building entrances. Working closely with architects, interior designers, developers, and property management companies, we ensure that each space we design seamlessly flows with the surrounding design elements.

Design Assessment & Consultation Design Development Construction Drawings Estimations	Build Custom to Client & Design Planters & Plant Material Green Walls Rooftop Gardens Irrigation Lighting Decking Pavers Stonework Water Features
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Maintenance

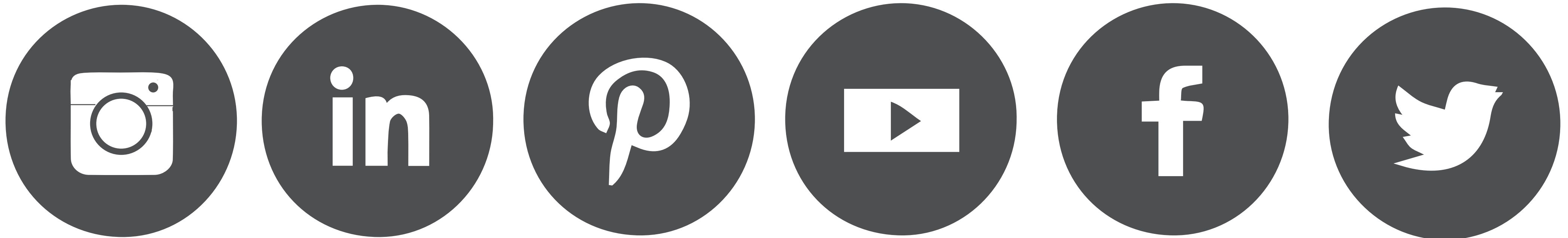
Weekly or Monthly Services
Seasonal Plantings
Tree Services



SOCIAL MEDIA NUMBERS AND RESULTS

Between the day I started and my last day, QG grew from 862 followers on 3 social media platforms to 5,711 followers on 6 social media platforms.

It was so great to manage such an awesome team and work with so many amazing people to accomplish this.



GUIDEBOOKS

Currently, I am still freelancing with them. COVID hit the luxury industry as it did many others, but QG is a wonderful company and I'm helping them transition to their next step. In my years, I've learned a lot of important things about the working world. Two things that stand out with this are "transparent communication always" and "never leave them hanging." During this time freelancing, I've used those two lessons to craft three guidebooks for the departments I oversaw: marketing, creative, and e-commerce.

They total in 109 pages and are editable so the future freelancers and employees after me can build on the books and the brand as they go.





THANK YOU!

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