



**PORTFOLIO**

# The Identity

# LUSH

Mark Constantine  
29 High Street  
Poole BH15 1AB  
United Kingdom

November 21, 2015  
Dear LUSH Family,

As many of you know, LUSH is celebrating its 21st birthday in 2016! We will also be celebrating our LUSH customers, and thanking them for being a key factor in LUSH's success over the years. This year, we have decided all LUSH products will be 21 percent off in all LUSH stores to celebrate our company anniversary. However, only selected stores will hold a five hour birthday party: 100 in the United States and 100 in the United Kingdom.

#### Party Details:

- Date: Saturday, June 31, 2016
- Food: Cake and Punch (selected stores only)
- Special Events: 21 percent off all LUSH products

Managers, if you want your store to be selected to hold a 21st Birthday Party, please contact Lauren LeGrande, our events coordinator. If you are selected, you will be given more information about your roles as Party hosts. Lauren's cell phone number is 405 513 0390 or you can email her at [lauren.legrande@lush.com](mailto:lauren.legrande@lush.com). Anyone interested in volunteering to help with the LUSH Birthday Party is encouraged to contact Lauren. Please contact Lauren outside of business hours.

The celebration will certainly be worth the wait! I also want to thank all the LUSH employees for being a part of the LUSH family.

Sincerely,

Mark Constantine



# LUSH

 FRESH  
HANDMADE  
COSMETICS

Lauren LeGrande  
Events Coordinator  
(405) 513-0390  
[lauren.legrande@lush.com](mailto:lauren.legrande@lush.com)

For this class project, my classmates and I picked out an organization that held high interest for us; so we could create a business card and a letterhead to represent our chosen organization.

# The Call to Action

Direct Mailers are a call to action to our publics and audiences, direct mailers need a purpose and to engage with the target audience.



# The Informant

A newaletter is a regularly distributed publication, digitally and or printed, that is generally about one main topic of interest to the organization's subscribers.

**OH MY DISNEY**  
**THE ROGUE ONE: A STAR WARS' STORY**  
THE TEASER TRAILER OF THE ROGUE ONE IS HERE WITH HINTS AND CLUES TO THE PAST

**BY DREW TAYLOR**  
Disney Insider



Felicity Jones' (above) character, Jyn Erso, is Rogue One's main rebel protagonist for next Star Wars installment.

**THE LITTLE MERMAID ADDING NEW MATERIAL**  
REBEL WILSON AND SARA BARELLES TO HEADLINE LITTLE MERMAID CONCEPT

**ON MY DISNEY**  
Disney Insider



**FROZEN EVER AFTER ATTRACTION AT EPCOT**  
THE ORIGINAL VOICES WE FELT IN LOVE WITH WILL BE AT THE FROZEN EVER AFTER ATTRACTION

**BY SARANYA SINGHA**  
Disney Insider

**STAR WARS IS COMING TO DISNEYLAND**  
A THING WE ARE LOOKING FORWARD TO IN STAR WARS THEMED LANDS

**BY DREW TAYLOR**  
Disney Insider



**THE MSYTERY OF PETE'S DRAGON IS REVEALED**  
CHECK OUT THE PEEK OF ELLIOT AND PETE

**BY DREW TAYLOR**  
Disney Insider



For this class project, we were allowed to pick an organization from Fortune 500 that held a high interest for us personally and design a newaletter for our selected organization.

**STAR WARS IS COMING TO DISNEYLAND**



1. The Millennium Falcon Attraction  
2. Star Wars Themed Lands  
3. Star Wars Themed Lands  
4. Star Wars Themed Lands  
5. Star Wars Themed Lands  
6. Star Wars Themed Lands

# The Basics



Social Media posts are simple and clear to read, with the basic information to give the reader. This class project is dedicated to the Sam Noble Museum of Natural History.

