

# Illustrative Storytelling Content Creator for Luxury Travel

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# Manifesto

Storytelling is paramount to luxury business – for consumer behaviors are often driven by emotional triggers. Luxury is all about selling a desired dream, a special feeling, a unique experience. My viewpoint as a collaborative artist is to create elegant and enchanting illustrative short stories that feel deeply personal while representing the *art de vivre* (art of living). I do this by embracing brands that can tell customers truthful and meaningful stories of adventure, tradition, desire, craftsmanship and beauty, sustainability and other behind-the-scenes refinements.

# Content snacking: storytelling in micro-moments.

Micro-moments are occurrences when people reflexively turn to a device – increasingly a smartphone – to act on a need to (1) learn something, (2) do something, or (3) discover something, (4) watch something, or (5) buy something. My illustrative flash fiction fulfill these needs during the micro-moments when people snack on mobile content throughout the day in short bursts (while commuting, waiting in line, during breaks from work, etc.).



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Undoubtedly it's harder to project our own identity onto a famous supermodel draped across a staircase, or align one's own reality with the digitally enhanced, perceived perfection of a fashion shoot.

An illustration is more translatable - it allows for a different daydream. And in a world where reality is often all too stark...it's not surprising that our artistic tastes are erring on the side of a little escapism. ”



*Art in Fashion: How Fashion Illustration Is Making Modern Day Headlines, British Vogue, 2017.*

# The Stages of Luxury Travel:

01

Dreaming and Searching

03

Being at the Destination

02

Booking and Anticipating  
the Trip

04

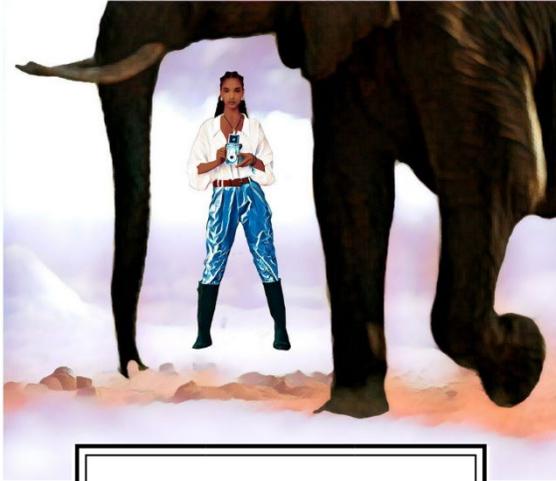
Sharing the Experience  
Afterwards

For each stage of luxury travel, I create whimsical illustrative short stories that feel deeply personal yet elegant.



**This form of content marketing can be shared across various channels.**

# DIGITAL: Website, Newsletter, Instagram Feed, & IG Stories



*AN ESCAPE  
TO BOTSWANA*



“

When my spirit needs calming, I surround myself in an oasis of pink.



When something is bothering me, I seek refuge at my favorite hotel oasis, a realm of pink fascinations that continue to take my breath away. The famous pink walls frame the bright blue sky and butterflies fluttering through the enchanting gardens. I walk through the lobby hall and gaze upon the grand pink rose centerpieces beckoning the splendor of Spring. Quite suddenly I find myself thinking about the highlight of my escape: tea time. Afternoon Tea in the beautiful tea lounge is such a feast for all the senses, I can even taste the color of pink. I devour my worries with sumptuous cakes, pastries, and sandwiches and wash away my concerns with the special pink tea blended with roses from the garden. As I sit back listening to the live piano music, I bask in this moment of pink tranquility.

# PRINT: Welcome Amenities

Illustrative short stories printed as welcome cards extend a warm welcome to guests in a fresh & delightful way.



# Narrative Illustrator Artist-in-Residence Scope

## CONSULTATION

Visit and thoroughly research anything and everything about the Belmond destination and local area, to be more than well informed, almost obsessed. Build rapport with staff, guests, and locals.

## INSPIRATION

Capture photos with my DSLR and after building rapport with key stakeholders and reviewing the photographs, story ideas begin to emerge.

Afterwards, I develop rough digital sketches on my iPad.

Develop and refine the story ideas.

## CREATION

Develop characters and build a narratives around them that instill the spirit of Belmond into the hearts of readers. Present rough drafts and make edits.

Create stories for each stage of the luxury travel experience and different channels.

# THE PROCESS

## VISIT

### *Explore the hotel*

Experience the  
ambiance, talk with  
staff & guests,  
explore the local  
environment

## CAPTURE

### *Take Photos*

Capture photos of the hotel  
and visitor experiences

## DESIGN

### *Illustrate*

Design and draw the story  
illustrations

## WRITE

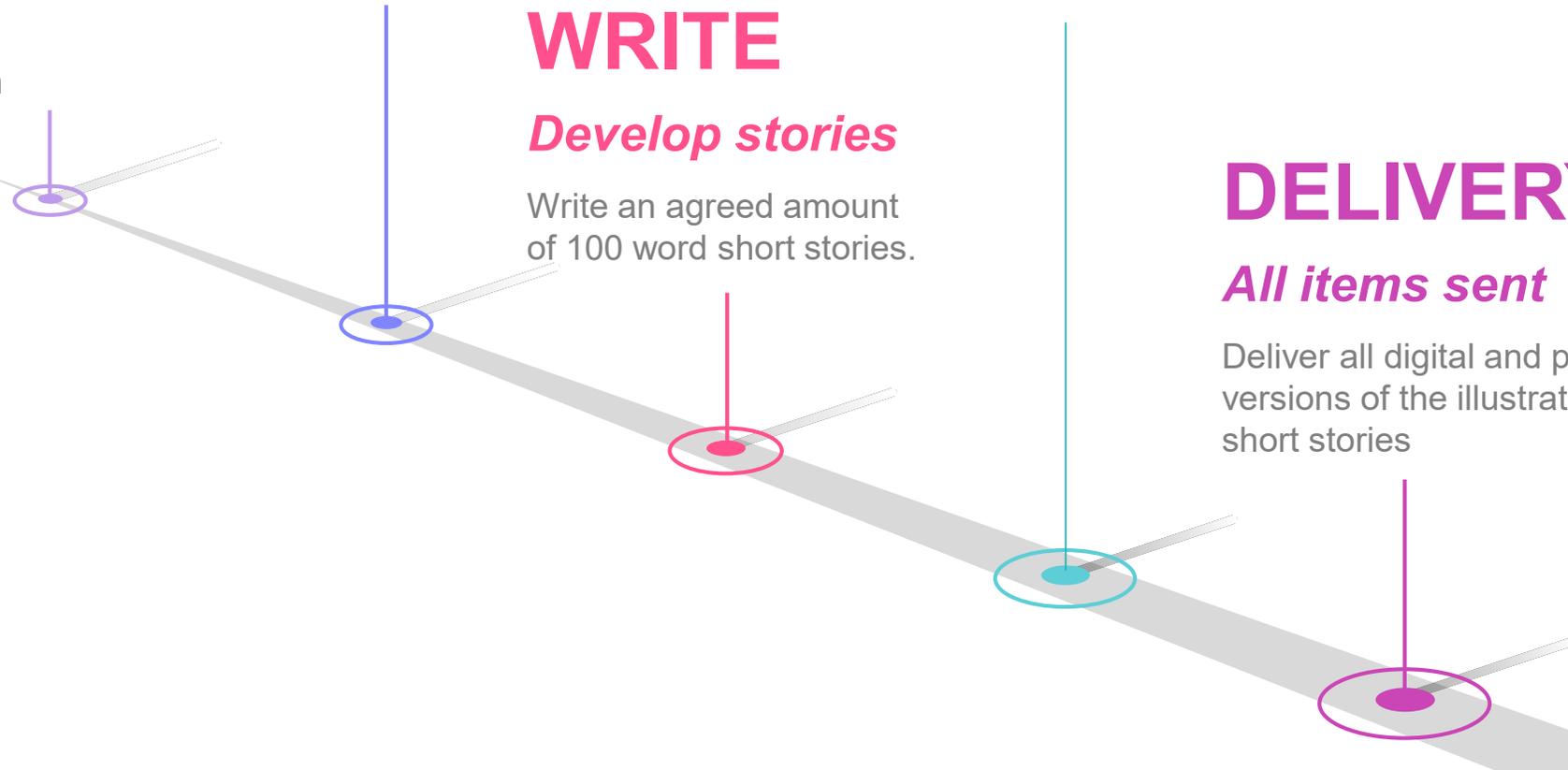
### *Develop stories*

Write an agreed amount  
of 100 word short stories.

## DELIVERY

### *All items sent*

Deliver all digital and print  
versions of the illustrative  
short stories



Affluent consumers are ready to spend more on luxury brands who tell a compelling story that customers can relate to. The consumer purchase journey has evolved from a linear funnel to a complex journey across online and offline touchpoints, giving brands multiple chances to connect with their customers. Communicating compelling stories online has grown incredibly complex. **Digital requires new storytelling formats and distribution channels.** Crafting an engaging story that resonates with modern affluent consumers while remaining true to a luxury brand's traditions is no easy task.

Younger consumers scroll through their social media feeds more quickly when on mobile devices. **Call to action:** commission my storytelling services to help capture their attention and induce their curiosity.

# UPDATES & COMMUNICATION CHANNELS

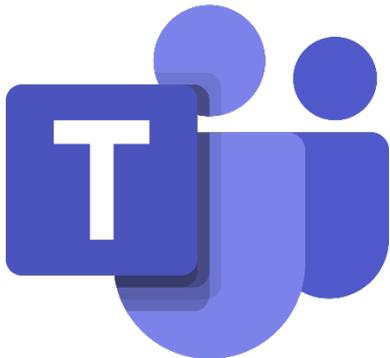
Proper communication and updates are important to clients. Below are my primary communication channels:



Email



Mobile Phone



Microsoft Teams



Skype

# GET IN TOUCH



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