

Executive Summary

Problem + Solution

Aux Meg is a design and branding studio based in New York focused on sharing unique stories through beautiful design.

We specialize in providing interior design services and graphic design services to help people tell the story of who they are in a visual way. We want to create an immersive branding experience by collaborating closely with clients, creators and field experts in the pursuit of devising finely crafted projects that enhance the experience of the final users.

Ultimately we want to provide a service to exceed our customer's needs through effortless and beautiful design. We are helping customer's reach their end goal, whatever that may be, by providing the visual elements it takes to get there.

Services offered:

Interior Design — (Gut Renovation, Partial Renovation, Styling, Staging)

Branding Experience — (Discovery, Mood Board, Color Palette, Logo & Mark, Type Collection, Brand Guide)

Print Design — (i.e. Stationery, Business Card, Magazine/Catalogue, Booklet, Event Invites, etc.)

Web Design — (Custom, Developed Site or Website Refresh)

Digital Design — (i.e. Email Templates, Social Media Graphics, Brand Launch Graphics, etc.)

Product Packaging — (i.e. Stickers, Tissue Paper, Box/Bag, Hang Tags, Wrapping Paper, etc.)

Photography

Market

Who We Serve

Interior design is a luxury service, which limits our customer segment and helps us shift into a niche target. The segment breakdown is this:

Interior Design Services

includes younger families, families, or couples with disposable income in New York area (ages 30-50)

Graphic Design and Branding Services

includes individuals, aspiring entrepreneurs, younger and small businesses (ages 24-50)

The Edge + Our Approach

AUX MEG, the studio, will not just be focused on interiors alone. Interior design is not for everyone. It is a luxury service, with a limited customer segment. Appealing to individuals and families between 30-50 is large, but not large enough for us. By expanding from just interior services to art direction, graphic design, and branding elements for other business owners, or individuals who need digital design work, we are opening the door to reaching younger customers. For interior design, the customer is over 30, but for other creative services, we can target individuals between 24-30 too. The younger customer has the financial means to pay for a service that is slightly luxury, like graphic design, especially here in NYC. We will provide a basis for young people who need assistance in art directing a concept, creating content for web or social, social media strategy, branding and design for an upcoming product, or visual storytelling. AUX MEG, is not simply a design studio. We want to create an immersive brand experience for the client that exists outside the current project at hand.