CLEAR SUN MARKETING

CONCEPT PORTFOLIO / LOCAL SERVICE BUSINESSES

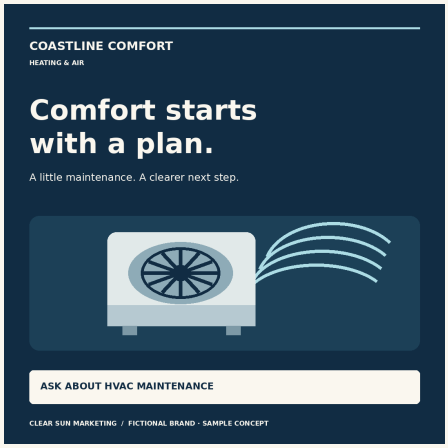
Show the work.

Make the next step clear.

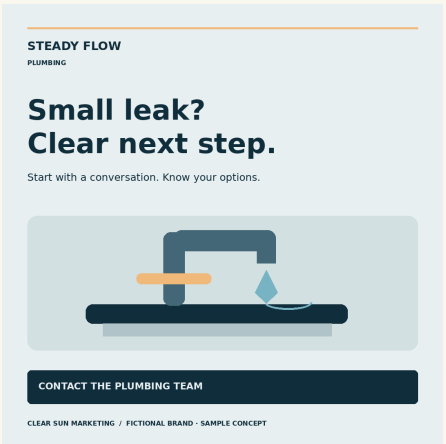
Three complete sample campaigns showing how a local trade business can introduce its services through branded social graphics, captions and short-form video concepts.



LANDSCAPING



HEATING & AIR



PLUMBING

Created by Zoey Phillips, founder of Clear Sun Marketing and a business marketing student at Savannah State University.

All featured brands are fictional. These are independently created sample concepts, not commissioned client projects. No actual campaign performance, client endorsement or business operating claims are implied.

CLEAR SUN MARKETING

LANDSCAPING / HARBOR & GROVE



THE BRIEF

Introduce landscape installation through a distinctive outdoor-living campaign.

THE AUDIENCE

Homeowners planning a landscape refresh or outdoor-living project.

THE DIRECTION

Deep green, soft cream and botanical accents; a clear project-focused call to action.

SAMPLE CAPTION

A fresh perspective for your outdoor space. From garden beds to gathering places, Harbor & Grove helps turn your ideas into a landscape you can enjoy. Ready to explore your next project? Request an estimate.

20-SECOND VIDEO STORYBOARD

0–3 sec: Show the original outdoor space from a fixed angle.

3–9 sec: Close-ups of planting, edging and project details.

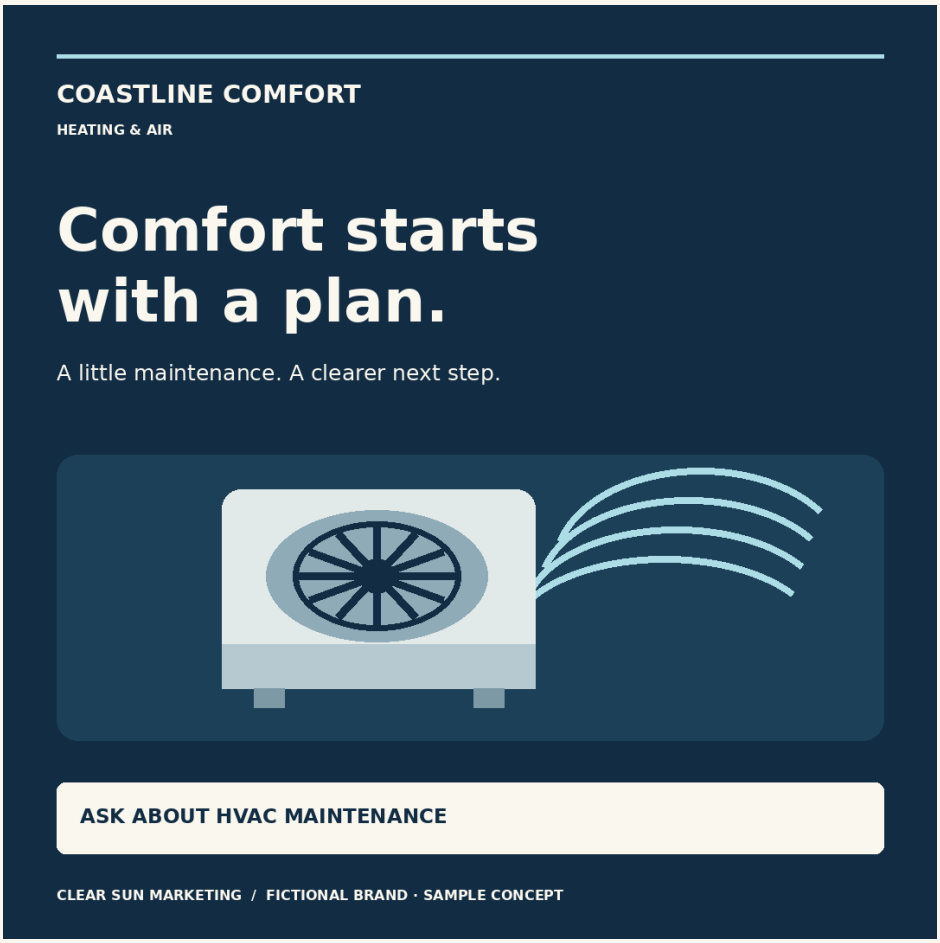
9–16 sec: Reveal the finished space from the opening angle.

16–20 sec: Invite viewers to request an estimate.

FICTIONAL BRAND / SAMPLE CONCEPT / NOT A CLIENT PROJECT

CLEAR SUN MARKETING

HEATING & AIR / COASTLINE COMFORT



THE BRIEF

Make a maintenance conversation feel approachable and introduce the local team.

THE AUDIENCE

Homeowners considering maintenance or unsure about an HVAC problem.

THE DIRECTION

Coastal blue, clean lines and an approachable service message without technical overload.

SAMPLE CAPTION

Comfort starts with understanding your system. Coastline Comfort helps homeowners discuss maintenance, repair and replacement options. Have a question about your heating or cooling? Contact our team to talk through the next step.

20-SECOND VIDEO STORYBOARD

0–3 sec: Technician introduces one common homeowner question.

3–9 sec: Approved footage of a system inspection.

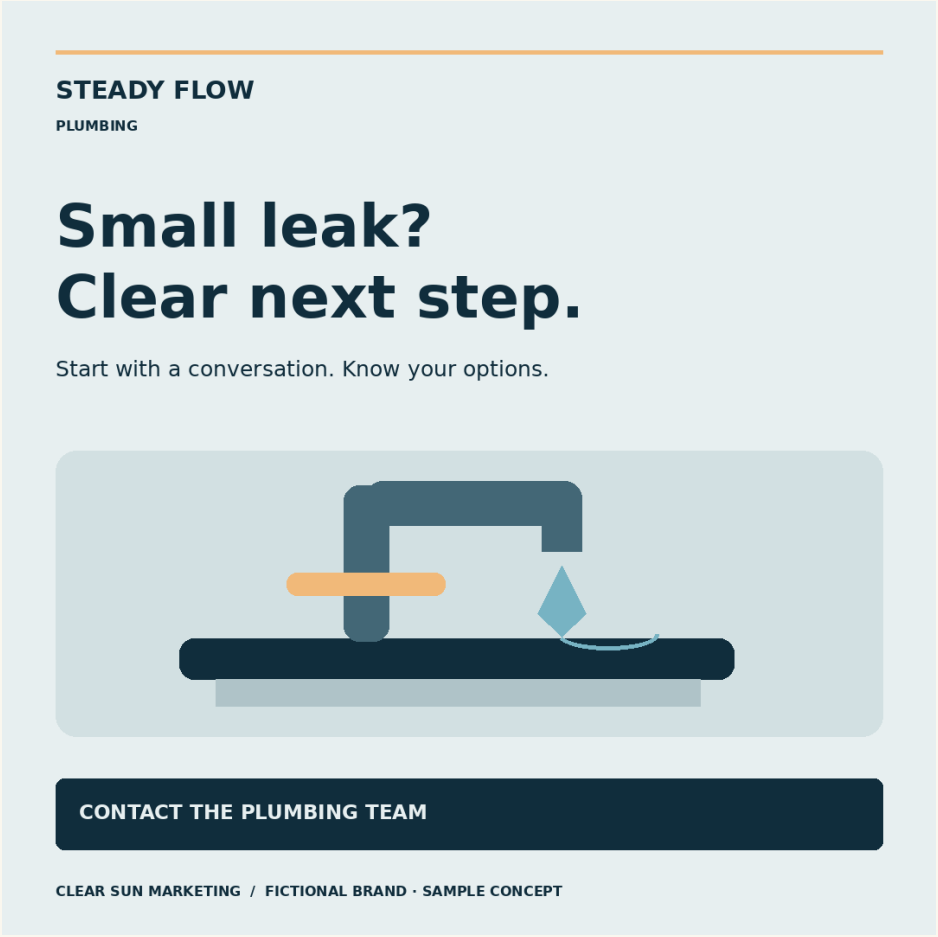
9–16 sec: Explain one technician-verified maintenance point.

16–20 sec: Direct viewers to contact the team about service.

FICTIONAL BRAND / SAMPLE CONCEPT / NOT A CLIENT PROJECT

CLEAR SUN MARKETING

PLUMBING / STEADY FLOW



THE BRIEF

Give a homeowner a simple next step while making a plumbing brand familiar.

THE AUDIENCE

Homeowners looking for a clear contact route for plumbing concerns.

THE DIRECTION

Clean blue-gray with warm accents; a practical, reassuring service-first approach.

SAMPLE CAPTION

Noticed a leak or have a plumbing question? Steady Flow makes the next step straightforward: contact our team, describe the issue, and discuss service options. Save this post so you know who to contact when you need a plumber.

20-SECOND VIDEO STORYBOARD

0–3 sec: Team member introduces the business.

3–9 sec: Show approved fixture or repair footage.

9–16 sec: Explain the service inquiry process in plain language.

16–20 sec: Show confirmed contact information and hours.

FICTIONAL BRAND / SAMPLE CONCEPT / NOT A CLIENT PROJECT