

Examining the Market Potential of Avian Aerial Displays on Facebook and YouTube: A Capstone Research Study

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Abstract — With the gap in educational materials in social media for parrots, Examining the Market Potential of Avian Aerial Displays on Facebook and YouTube is A Capstone Research Study offering educational and information resources about tamed birds on Facebook and YouTube. The project consists of brand guidelines for the construction of publication materials including vlogs and videos intended for the platforms, as Facebook and YouTube can be utilized for more engagement with effective branding. Five (5) bird owners with prominent notability in the online bird owner's community were interviewed regarding their background, experience, and the use of social media in the subject of bird-care. The concluded results served as the basis for the construction of the brand concept, guidelines, and the publication materials for the project. The capstone project applies the five (5) Ps of communication; plan, produce, publish, promote, and practice which includes the use of different marketing strategies such as communication strategies, design strategies, and media platforms. This study serves as a potential avenue for future inquiries about tamed birds, branding guidelines, and business-related ventures.

Index Terms—5P's of Communication, Branding, Brand book, Capstone Project, Tamed Birds.

I. INTRODUCTION

A. BACKGROUND OF THE STUDY

Filipino childhood would never be complete if they have not experienced taking care of colorful chicks that can be sold at festivals, cemeteries, or pet markets. With four toes on each foot, two facing forward and two pointing backward, parrots are easy to domesticate and are heavily available in the market. Parrots are tropical birds that have curved beaks and usually have bright colors and are kept as pets (National Geographic, 2012). Unfortunately, children are told to feed chicks with uncooked rice because of its availability in the market. It is still not advisable to give this to any hatchling birds including parrots because it does not have nutritional value to support its growth which may also cause malnourishment that leads to death (Learn Bird Watching, 2022).

In the latest pet ownership statistics, 38.4% in the United States own dogs, 25.4% own cats, and 2.8% own birds (Pet Ownership Statistics, 2023), it is intimidating to have birds as a pet because it is not like dogs or cats that you can easily track where they go. With this, research and background checking before getting a bird have not been practiced, and asking others is one of the solutions that people do to gain prior knowledge of healthcare because of its convenience and fast exchange of information. Thus, beginners do not know the basic bird care for their pets, causing them to have unhealthy pet birds.

On the other hand, social media has ingrained itself into our daily lives and become a major source of information, as people are eager to share information on social media allowing us to obtain knowledge from their social media content (Westerman et al., 2014). In a 2019 study by Patmanthara et al. (2019) concerning different social media platforms as a learning tool, Facebook is deemed to be the most efficient when it comes to learning. Facebook is also considered the most utilized platform for learning as it offers flexibility in tools and its domain (Patmanthara et al., 2019). The platform of Facebook was also defined as an instrument for finding relevant sources that caters to the demand of an individual (Ross et al., 2009b) while YouTube is considered as one of the dominating platforms for finding information with its massive user-number of 2 billion per day (YouTube Official Blog, 2023b).

Although there are websites and resources online that offer guides for taking care of pets including parrot birds, there is a lack of sources and information on social media specific for taking care of birds. In addition, Facebook

and YouTube offer possibilities in using the platforms as sources and tools for sharing information but many bird owners and enthusiasts do not utilize their full potential. Because of the limited available resources on social media specific for taking care of parrot birds, this capstone project aims to fill the gap by using communication and design strategies in building a brand guideline for Facebook and YouTube platform titled Examining the Market Potential of Avian Aerial Displays on Facebook and YouTube.

RATIONALE

Having a pet bird is different for there is always a risk of it flying away and cannot be seen again. And for this reason, the researchers created Lipad PH as a platform to spread awareness by providing educational content through Facebook and YouTube. Selling birds will be practice but not the focus of this paper. Furthermore, branding will be prioritized as this can differentiate the brand from other Facebook pages and YouTube channels with the same intention.

In making this capstone, the researchers intend to share their knowledge in the subject of bird-care, and to provide information from studies as there is a significant lack of healthcare sources online concerning birds which results in people being intimidated in taking care of birds. Most beginners do not know the basic pet care for their birds which results in unhealthy pet birds. Creating an engaging and effective brand, with the utilization of Facebook and YouTube publication materials will help provide accessibility of information to bird owners. Furthermore, the contents of this capstone project can help design majors, marketing, business related majors with use of the 5 Ps of communication, communication strategies, design strategies, and the use of social media.

B. STATEMENT OF THE PROBLEM

The study aims to answer the question: How can social media spread awareness on how to take care of birds? In addition, these are the following sub-questions that will be discussed throughout the research.

1. What are the struggles that bird owners experience in the bird industry?
2. What are the creative strategies on social media that the researchers can use to market tamed birds online?
3. How can the researchers make a design guideline to be the basis in creating a Facebook page and YouTube channel to make a cohesive branding?

C. SIGNIFICANCE OF THE STUDY

The results and findings of this study will benefit the following:

To the future Researchers...

As a published paper, this capstone project will serve as a foundation to the future researchers who will venture in this discipline.

To the future bird owners...

Acting as a tool for those who want to take care of a pet bird, this capstone project will provide them with the basic knowledge needed in proper taking care of birds. Entrepreneurs can also gain insights into the industry of the subject as the project sheds light to potential business-related projects.

To the Multimedia Art Professionals...

The brand book that contains design concepts can be utilized by art and design professionals as guidelines and inspiration for future art and design related endeavors.

To the Filipinos...

This capstone project will serve as an awareness for those people who do not have any knowledge and for those who want to increase their depth of understanding in this subject.

D. OBJECTIVE OF THE STUDY

This project aims to do the following:

1. Create a Facebook page and YouTube channel as a platform to spread awareness about taking care of birds.
2. To make engaging content that adds value to its audiences on Facebook and YouTube.

3. Create a brand guide intended for creating a cohesive branding throughout the publication materials on Facebook and YouTube.

4.

E. SCOPE AND LIMITATION

There are limited available resources present to support the concept of taking care of birds on Facebook and YouTube. While there are articles and studies available on different websites, most bird owners use YouTube and Facebook as platforms in searching information about bird healthcare. This capstone project focuses on the aspect of marketing using brand and design guidelines in the creative strand. Statistical and analytical concepts concerning demographics, customer preferences, SWOT analysis, pricing and costing, and financial aspects will not be discussed in this paper as the researchers are Multimedia Arts students with arts and design discipline.

The specific scientific concepts and biology of birds will not be discussed in the study as these are part of creating publication materials. The mention of concepts related to campaign strategies will be utilized throughout the project. This project focuses on constructing brand guidelines for creating publication materials on Facebook and YouTube in spreading awareness of bird healthcare and selling birds.

G. DEFINITION OF TERMS

aviary

An aviary is a large enclosure usually wired or closed space for birds' shelter (Cambridge Dictionary, 2023)

bird

The term bird in this study refers to parrots.

bird exporter

A bird exporter is a bird owner who sells birds in other countries (Cambridge Dictionary, 2023)

bird trader

A bird trader is a bird owner who buys and sells or exchange birds with non-monetary value (Cambridge Dictionary, 2023)

breeder

A breeder is a bird owner who breeds birds. This can also mean a pair of birds that produce hatchlings. (Cambridge Dictionary, 2023)

feeds

Feeds is another term for bird seeds.

hand feeding

Hand feeding is a process of feeding animals by hand. (Dictionary, 2012)

hobbyist

A hobbyist is a person who engages interest in an activity for relaxation but does not pursue the interest as a primary occupation (Dictionary, 2023)

mutation

A mutation is about the change of color from their original origin. The color pattern of a bird can determines their mutation (Cicikus, 2022)

parrot

Parrots are tropical birds that have curved beaks and usually have bright colors and are kept as pets (National Geographic, 2012)

II. REVIEW OF RELATED LITERATURE

While there are many resources and studies available concerning the topic of taking care of birds, bird owners often look past the prospect of YouTube and Facebook when it comes to sharing information. Social Media, in general, has become a platform for numerous people, whether they use it for sharing their personal life, for work, or for business. With these possibilities, start-up businesses venture on social media to promote their services and to build brand identity.

Online resources for bird-care

There are a certain number of resources about bird care online, although the majority only exist in specific websites and online articles. Educational materials can be found through different websites and articles such as Chaitanya (2022). which offers instructions on taking care of birds in the summer while Za, C. (2021) talks about how to look after a bird. Additionally, The Spruce Pets provides a variety of articles that discuss the subject of taking care of pet birds such as the article by Kalhagen (2022) that tackles how to help your bird gain weight.

Choosing the right media in building a brand

Choosing the right media might be confusing for some people who are trying to figure out what's the best platform and what's the best for their brand (Lua, 2022). Lua (2022) explains that it is beneficial to be aware of the most popular social networking platforms that are available. This will enable a brand to expand its social media reach, engage with the relevant individuals, and meet the social media objectives (Lua, 2022). It is also important to keep in mind if the social media site that a brand plans to use fits the brand itself and if the target audience uses that site.

Before jumping into creating content on a specific platform, making sure that the company knows exactly what they want for every platform is important while also securing that the business and marketing strategies are efficient (Kane, 2021). Each platform has its own unique features and purpose that can be used in promoting and building a brand. In a statistic conducted by Bernhardt (2022) based on the most popular social media platforms as of November 2023, Facebook was the number one (1) platform generating 2.96 billion active users followed by YouTube with 2.51 billion active users. According to datareportal.com, Facebook already has 83.85 million users in the Philippines alone (Kemp, 2022). Filipino bird enthusiasts, breeders, and even beginners have been using Facebook to buy and sell birds through Facebook groups. Furthermore, Facebook has almost all content formats including text, images, video content and stories (Lua, 2022). This allows the marketers and business owners to generate and publish quality content that can help the brand reach its target audiences. YouTube on the other hand is more on posting lengthy videos to and creating unique and quality content to build a deep relationship with the audience (Kane, 2021). YouTube is the go-to social media platform if a brand decides to promote using video marketing (Lua, 2022).

Branding in a nutshell

The word "branding" is a term mostly used by social media managers, marketers, and entrepreneurs. In an article by Jose (2022), Branding is about letting the target audience recognize a company without trying. Nike has the "swoosh" logo, and in an instant, consumers recognize that a "swoosh" is automatically a product of Nike. Jollibee for instance, is known for its bright red, jolly, bee meaning it is Jollibee. These are just examples of the psychological effect of effective branding of a business to people, but what makes effective branding?

Knowing the basics of brand awareness is crucial in making an effective campaign, it focuses on knowing the importance of brand awareness, types of brand awareness, competitive benchmarking, tracking brand awareness, researching companies with successful brand awareness, and different ways to increase brand awareness are vital knowledge that one must-have when starting a first launch (Jose, 2022). Having brand awareness has long-term benefits that companies would benefit from. According to (Katarzyna (2022), in building brand awareness, increasing customers' trust is one key ingredient in making it effective. Start-up businesses have a hard time boosting their pages organically because of a lack of customers' trust. Having a strong foundation using creative

campaigns, customer satisfaction, and alike may help in increasing customers' trust. Katarzyna (2022) also mentions growing brand equity, making marketing easy, and helping reach the target audience strategies. With the use of YouTube tutorials, articles, and other resources, building a brand makes it a lot easier with the help of creativity and planning. Making campaigns is a trial-and-error process because of the different goals one business thinks of.

Analyzing and researching the brand's target audience is crucial in making campaigns for the business page. Learning and studying what they love and hate and make it a point to customize the campaigns that hit your target audience's interest. The goal is to make the audience engage with the campaigns we set on the page. Analyzing the customer funnel is the foundation of increasing brand awareness (Kloot, 2021). Kloot (2021) also mentions the key points in analyzing the target audience, awareness, consideration, preference, purchase, and retention. Awareness of the audience to the brand, knowing the audience, and list considerations including culture, the audience's preference, their purchase pattern, and their retention in the company.

A. Logo

In an article by Lashand (2022) in creating a brand guideline, the logo is the most recognizable aspect of your brand. Logos should have rules and guidelines on where and when to use a certain logo variation. There are four logo variations that every brand needs to know: Primary Logo, Secondary Logo, Logomark, and Favicon. (Cantor, 2022). Primary Logo was defined by Cantor (2022) as the most complete and complex logo that will be used most of the time, while the purpose of Secondary Logo is to have a different orientation from the Primary Logo. On the other hand, Logomark is a simplified logo variation that is suitable for a smaller scale. It is sometimes in a circular form containing the text or symbol of the brands, which are often used as the social media avatar or watermarks. Lastly, Favicon is defined as a tiny icon that is frequently seen on top of an internet browser (Cantor, 2022). Thus, Lipad PH decided to make a Primary Logo, Secondary Logo and a Logomark to establish the look of the brand and to have a multiple logo that the researcher can apply in different situations across all social media platforms.

B. Typography

Typography is the art of organizing letters and text in a manner that the reader can easily read, understand, and find the material visually pleasing. (Hannah, 2022). According to Lashand (2022), every brand should use a specific type of font as the choice of font may make or break a brand's reputation. The wrong font can turn readers away and give the brand image the wrong impression. Lashand (2022) also recommends brands to have at least more than one type of font and to have a guide on how to use these fonts in order to create a hierarchy that is easily readable. The Lipad PH decided to use a Sans serif font for the reason that sans serif forms emphasize clarity giving the readers an easy time to read the text and it is also frequently used as attention grabbing font (Miller, 2022). The researchers wanted the text to be still legible even in small scale size.

D. Color Palette

SitePoint Team (2022) defined color palette as one of the most crucial components in design. It is used to establish visual hierarchy and to have a uniform look and feel. In an article by Lashand (2022) they stated that it is essential to put the color codes in the brand guide to make sure that the color palette used in the brand matches the exact color that will be used in publications or any brand related materials. The mood and personality of a brand is defined by color, it can impact the performance of a brand. (The Importance of Brand Colours and How to Pick Them | the Print Shop, 2021). In an article written by Cherry (2021) they stated that orange is commonly described by people as happy and joyful. It is also an attention-grabbing color that gives a visual ability to stand out. Because of this, Lipad PH uses this color as it fits the personality that the brands want to portray.

III. METHODOLOGY

A. Subject and Respondents

As the project focuses on bird care, the chosen participants were determined based on specific criteria and guidelines: experience on the subject, ownership of aviary, prominence, and participation in the community of bird owners. With the small numbers of bird owners in the country, participants were easily reached by the researchers.

The respondents consisted of (5) five bird owners that have prominent notability in the online community in the subject of bird care:

- Participant A - Bird Exporter, Breeder, 18 years of experience, owns 30 pairs of rare birds including dilute, misty, pale fallow mutation.
- Participant B - Hobbyist, 11 years of experience, owns 23 birds.
- Participant C - Hobbyist, 4 years of experience, owns 23 birds.
- Participant D - Hobbyist, Breeder, 4 years of experience, owns 50 birds.
- Participant E - Hobbyist, Bird Trader, 18 years of experience, owns 43 love birds.

B. Sampling Methods and Techniques

This research uses purposive sampling as its technique in selecting the participants. As the community consists of relatively small numbers of bird owners, criteria were met efficiently. In addition, the researchers applied the purposive sampling for their convenience and accessibility in deciding with the chosen participants.

C. Research Methods

This study uses a qualitative design and applied research method. The researchers present an innovative and creative solution for providing awareness and educational content using social media in the subject of bird care. As the researchers practice their arts and design discipline, the Lipad PH project intends to use the prospects of Facebook and YouTube platforms for bird care with the application of creative and design strategies. With the chosen participants, online interviews were conducted. Questions were asked regarding specific areas of the subject: background, experience, and use of social media in the subject of bird care.

D. Theoretical Framework

5 Ps of Communication

The 5 Ps of Communication state that is important plan how to deliver the message to the audience, who is responsible in producing the content, where will it be published, how will it be promoted, and the practice of how the content will be helpful to others and how will it be improved on the next content production (Seismic, 2022). The researchers will be using this framework in structuring the creative strategies for its content and making use of the brand guidelines in the completion of this project.

Plan

This study plans to create a brand identity and guidelines using the data results from the interview and related literature as there is a lack of resources online. Identifying the common problems of bird owners and supplying it with a solution in the form of publication materials and video content that will be published on Facebook and YouTube. But for the scope and limitation of this research, the researchers will focus on creating the brand guide and creative marketing strategies that can help disseminate the content. As the researchers interview the participants of the study, the researchers will create a content plan out of it. In an article the best time to publish content on social media by John Grimes (2022), 9AM to 5PM is the best time for posting based on the engagement and analytics that the author provided.

The content for the vlogs will be posted on YouTube but will be marketed on Facebook by uploading the highlight video for the vlog. This is to ensure that audiences from Facebook will be notified about the vlog.

Produce

The production of content is based on bird owners' common problems and supplementing it with solutions in the form of publication materials. The researchers will provide references for fact checking.

Publish

The project will be posted on its Facebook page as its creative marketing landing page and on YouTube for their long videos.

Promote

The researchers will be promoting its content on their Facebook page and share information to bird related Facebook groups for spreading awareness.

Practice

The researchers will be reviewing published contents from the platforms used for improvement and research more contents that can be beneficial to bird owners.

E. Research Instrument

In this study, the researchers used Facebook Messenger as an instrument in conducting interviews and gathering data for the research for easier accessibility to the interviewees. In addition, the researchers used a separate phone recorder to record the conversation as Facebook Messenger does not have recording features. The research instruments are saved in a Google Drive and can only be accessed by the participants. The researchers also distributed consent forms to the participants prior to the interview.

IV. RESULTS AND DISCUSSIONS

This chapter discusses the interview results and interpretation of the data from the transcriptions: transcribing, coding, theme. With this, the following results were used in developing the project, Lipad PH. In addition, the literature review serves as a secondary source for the basis in constructing the guidelines for the brand book.

Fig. 1

<i>Theme</i>	<i>Code</i>
Bird caring as a form of interest.	<ol style="list-style-type: none"> 1. Taking care of birds as a form of hobby 2. Bird caring as a business 3. Fulfillment in taking care of birds 4. Trying new activities

A. Bird Caring as a Form of Interest

The participants mentioned that taking care of birds is their chosen hobby for different reasons including being a stress reliever and getting to try new things or activities. Bird care also gives fulfillment in their personal life. They also shared that having birds helps them financially: breeding, trading, buying and selling of birds.

Participant B shared their sentiments “It was given to me as a gift then I got it for 6 years and decided to buy another”. Their hobby in bird caring started with taking care of a single parrot then gradually adding another to their pet.

Participant D mentioned theirs as “It has been a source of income to me this pandemic”. As another way of taking their hobby to another venture, they have realized that it is possible to share their hobby to other people who want to start taking care of birds and also help them financially.

Participant E reiterated that “I want to start something new, I was taking care of chickens and was introduced to taking care of love birds” sharing that their interest was existing but wanted to try taking care of love birds.

Participant D brings up that it has been a stress reliever for them even if it feels like they are taking care of a child. Their hobby turned into a stress reliever even though it took them a lot of sacrifices including waking up early to feed the birds and cleaning afterward, their interest still sparked them joy and fulfillment at the end of the day.

Therefore, it has been seen that the participants take care of birds because of two (2) reasons, hobby and income. However, they also mentioned that taking care of birds should be a hobby and making it a profit should be a secondary priority in getting birds. In addition, Participant A mentioned that there has been a spike in the bird industry when it comes to breeders that are new and quitting because the capital they put into their bird business do not give enough return as they are expecting hence, quitting. The participant also stresses that before getting a bird, the intention should be taking care of them and being good at it, not the other way around. He mentioned that earning in the bird industry is a bonus for bird owners.

Fig. 2

<i>Theme</i>	<i>Codes</i>
The use of social media as a primary source of free information in bird related inquiries.	<ol style="list-style-type: none"> 1. Veterans/people who knows about birds related information. 2. Facebook group as asking page. 3. YouTube as tool for educational corner

B. The Use of Social Media As A Primary Source of Free Information In Bird-Related Inquiries

Social media is used as a primary source of free information to bird owners for any of their bird-related inquiries. As there are few exotic specialist veterinary hospitals in the Philippines and expensive veterinary fees, bird owners ask their inquiries through bird owners who have been in the bird industry for years, Facebook groups, and on YouTube.

Participant D shared “I asked veterans in the bird industry about taking care of my birds” because he believes that veterans that have a lot of experience in the bird industry can help them have bird information that they need for free instead of going to veterinary clinics and paying for advice.

Participant B mentioned “I usually ask on Facebook groups for advice and tips on making my bird healthy or to-dos on how to treat my birds if they caught some disease”. Same experiences from bird owners on Facebook groups shared their tips on treating their pet birds as it works for them. It was seen that sharing knowledge and experiences to Facebook groups enables them to build community for there is a lack of resources and studies present in the web unless the person is taking up animal-related medical fields.

Fig. 3

<i>Theme</i>	<i>Codes</i>
Bird owners decision in the aesthetics of birds.	<ol style="list-style-type: none"> 1. Color 2. Mutation 3. First bird they own

C. Bird owners' decision in the aesthetic of Birds

The researchers asked the participants their color preferences on their birds, their first parrot, and their recommendation for beginners. Lutinos was the majority's answer when it comes to bird preference. This became part of the design process of the construction of the branding.

Participant B mentioned "My first bird was an African love bird because of its bright colors". Most of the respondents mentioned that this was their first bird too. Partner A also mentioned "To be honest, my favorite mutation is Lutinos [yellow-colored birds with orange head]".

Since the participants are also the target audience for the Facebook page and YouTube channel that this project aims to create, the researchers consider using the majority answers in making the brand guide. Furthermore, aligning the content from the participant's answers will be the focus for the platform's content in the future.

Fig. 4

<i>Theme</i>	<i>Codes</i>
Issues and challenges of bird owners in taking care of their birds.	<ol style="list-style-type: none"> 1. Inflation in bird feeds 2. Lack of knowledge 3. Bird illness 4. Intimidation of owning a bird

D. Issues and Challenges of Bird Owners in Taking Care of Their Birds

Although there are still issues and challenges that need to be addressed, which are beyond the scope of the project, it is prominent that inflation and lack of knowledge is the root cause of the following issues gathered from the respondents.

Participant D shared their sentiments "Bird feed prices increase, and it is one of my frustrations about our industry." As the prices of products increase, bird owners become more creative in terms of taking care of their pet birds, including a change of diet. For business owners, re-budgeting will be a factor because of inflation.

Participant E states "I see that the problem that we are facing is lack of research in taking care of birds which may cause mortality of birds". Beginners might feel intimidated with the risks of having a pet bird and lack of research materials online.

Participant A mentioned "Some of bird owners joined the industry for its business benefits but do not have enough knowledge to take care of the birds in a long run causing them to quit or worse left their pets to die." because of lack of knowledge, the industry has this challenge wherein there are a few hobbyists who would go an extra mile to provide the best healthcare to their pet birds because this industry would need financial support as there is inflation. Furthermore, business owners who have set their capital on this industry might have a chance of backing out because the price of feed is high, and the price of the birds has dropped down.

Participant D reiterates "For sick birds, it is pricey to get my birds to a vet that is why I ask other bird owners who have a similar experience on their bird and how they treat it or watch YouTube videos on treatments that I can use". YouTube has become a great platform for bird owners to look at possible treatments for their pet birds for free. Since birds are considered exotic, few veterinary clinics specialize in exotic animals in the Philippines that causes bird owners to be creative and look for solutions on social media platforms including Facebook and YouTube.

In addition, people who are thinking of getting a bird are intimidated because of the lack of guidelines for bird care unlike having a dog or a cat. The participants shared that finding solutions by spreading awareness in the bird

industry by providing infographics with valid resources and interactive vlogs about the basics in taking care of birds can help give awareness in the bird industry as bird owners' populations grow over time. With this, the findings show the different backgrounds and experiences of the bird owners including the drive for their interest in birds, the use of social media in the subject of bird related inquiries, bird owners' decision in the aesthetic of birds, and the issues and challenges that the bird owners faced were discussed in this chapter. The results became the basis for the construction of the brand guidelines and the foundation in creating the Facebook page and YouTube channel.

V. CONCLUSION AND RECOMMENDATION

1. In spreading awareness on how to take care of birds. By using Facebook, YouTube, and experiences from bird owners who have been taking care of birds have been the primary source of free information to the bird industry. Although there are articles present on the web, using Facebook and YouTube and advice from other bird owners as they suggest is the fastest way for them to get proven information for their pet birds. Furthermore, the plan of this study is to use Facebook and YouTube as a primary platform to spread awareness and use combined knowledge from bird owners and credible websites will be the content of both Facebook and YouTube.

2. Taking care of birds is considered an interest for them but because of the lack of accessible resources about bird care, bird owners look for creative ways to take care of their pet birds. In addition, only a few bird owners go to veterinary clinics to get their birds checked because of their budget and only few establishments cater exotic pets. Furthermore, people who would like to get birds as their pets caused them to feel intimidated because of lack of knowledge and resources online. Hence, this has been the bird owners struggle that the researchers revealed while interviewing the participants. The common problems that the researchers get on the answers from the interview will be the source of content on the platforms using publication materials that aim to supply solutions to the problems they face being bird owners.

3. In planning the creative strategies in creating the brand book, the researchers looked at the participants' answers in the interview. It was revealed that most of the participants like the colors yellow and orange. In addition, their first birds are African love birds hence the logo and color palette of this project. The participants also recommend social media content they would like to see on the page once launched. As provided on the content calendar, most of the participants would like to see how-to infographics including the proper way to hand feed and treatments on diseases on birds that can be easily treated and proven by bird owners without going to veterinary clinics. This includes the treatment for one eye cold disease that birds can have.

4. The researchers provide a brand book in correlation to the answers and suggestions of the participants of this study. Furthermore, the brand book will serve as the basis for this study in creating Lipad PH

With the interview result serving as the basis for the creation of the brand guidelines, with the help of the literature review as the secondary source for materials, the researchers were able to determine and construct the following:



Fig.1. Primary Logo

The logo consists of a silhouette of an African Love Bird 2 (ALBS 2); it is incorporated into the design using the white space design principle. The use of a chunky and bold style of aesthetic typeface gives the impression of being playful and welcoming. This logo is best used for: large displays, website banners, brochures, and signage.



Fig. 2. African Love Bird 2 (ALBS 2)

This is the Design Inspiration of the Logo of Lipad PH. The color and the silhouette of the face of the bird was taken to create the logo mark and overall identity of the brand.



Fig. 3. Secondary Logo

This is the secondary logo of Lipad PH, this logo consists of the Logomark and the typeface of Lipad PH. This logo is best used for letterheads, social media banners, and any landscape heavy orientation.



Fig. 4. Brandmark

This is the brand mark of the Lipad PH, this icon will serve as a stand-alone logo for the brand giving the audience an idea on what the brand is all about.



Fig. 5 Brand Pattern

For the brand pattern of Lipad PH the researchers opted to go with something simple and bold using the primary logo of Lipad PH to form the pattern. The more we see something, the more we remember it (Miller, 2022a). That's why Lipad PH decided to create a pattern using the primary logo. This could be used as a packaging paper, or social media and website backgrounds.

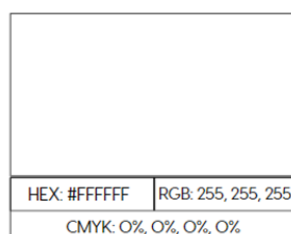
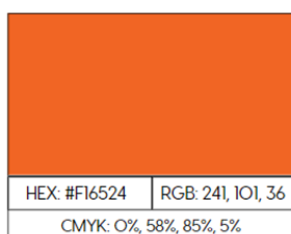


Fig. 6. Color Palette

Color is an important part of brand identity, Lipad PH decided to use two colors to represent the Brand. The chosen colors are derived from the color of a Lutino, a yellow-colored bird with an orange head.



Fig.7. Brand Color

These are all the color variations of the Logo of Lipad PH, it is derived from the chosen color palette of the brand.



Fig. 8. Typeface

Typography is important in a brand as it helps to build brand identity. By looking at the text style, you can give the audience an idea on what characteristics your brand has. Lipad PH identifies as fun, friendly, and entertaining. In this case Klein Black and Visby are the chosen typeface for the Lipad PH.



Fig. 9. Typography Styling

This is the chosen typography styling of Lipad PH. Consistent typography is important for the brand, as it creates hierarchy within the messaging making it easier for the audience to read the message. For the Headline, Klein-Text Black will be used. For the Subhead line, the use of Visby Bold will be prioritized and Visby Regular for the text body.





Fig. 10. Mock-ups

The researchers decided to create mock-up materials to include in the brand book for future activities in the project including merchandise, stickers, and other brand paraphernalia.

Since most of the respondents like the yellow and orange colors, the researchers agreed that this will be followed as the color palette for the brand book included in this paper. The researchers also took into consideration that African love birds are added as the logo inspiration of the brand book as it is the common bird that most bird owners have as their first parrot. The chosen typeface was determined based on the chosen characteristic of the brand identity: fun and friendly. This gives a very welcoming character: less intimidation for newer bird-owners and a warmer approach for bird’s owners with long-term experience. As the constructed brand guidelines were used accordingly in both the Facebook and YouTube channels, the concluded results will be used in the construction of the publication contents for the platforms included in these content plans.

CONTENT PLAN - FEBRUARY 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sunday
			1	2	3	6
7	8 What, Where, and what cause of Cold Eye for birds - 9AM	9	10 Cold Eye Treatment Infographics - 9AM	11	12 Feature bird and its details - 9AM	13
14	15 What and How of Handfeeding hatchlings - 9AM	16	17 Handfeeding hatchlings (Video Content) - 9AM	18	19 Vlog announcement (invite audience) - 9AM	20
21	22	23	24 Publish highlight video about the Vlog on Facebook - 9AM Publish first Vlog YouTube - 12 AM	25	26	27
26	27	28				

Fig. 11. Content Plan

This content is based on the interview conducted and literature review. The researchers also used the 5 Ps of communication as its foundation in creating the content calendar for Facebook and YouTube. In addition, the researchers were able to use the following in the completion of the project: planning of the brand identity and guidelines using the interview results, producing content materials for the publication materials, publishing content with the interview results as the basis for the context, promoting the Facebook and YouTube channel by the intention of sharing knowledge and information, and practicing the established guidelines and plan.

The scope of the project only deals with the initial construction of the brand guidelines, the aims and objectives of the project, the outline of the content calendar, and the creation of the Facebook and YouTube channel.

RECOMMENDATIONS

1. The researchers recommend that future activities involving the capstone project may consider broadening the scope which may include the publication of in-depth content plans, specific publication materials, merchandise, and other pursuits intended in the development of the project. In addition, an in-depth and greater target audience analysis can be done to utilize the brand's platforms and potential consumers.
2. Few people took part in this study. Thus, the researchers recommend inviting more participants in future study to widen the data that can be used.
3. The researchers also recommend that in the future undertaking of the project as a business, the marketing and financing areas should be prioritized as this works concertedly with the overall project development. Finally,
4. The researchers recommend further design perspective for future researchers as trends with art and branding evolve periodically.

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