

TITA STUDIO

PORTFOLIO 04 / CONCEPT

Side Note.

**Come for a book.
Leave with a new
obsession.**

An independent Victoria bookstore, reimagined
through identity, discovery, bookseller
personality, and customer action.

BOOKS / PEOPLE / POSSIBILITIES

Independent portfolio demonstration. Not a real client campaign.



DETOUR.

COME LOOKING FOR.

01. BUSINESS CONTEXT

The bookshop that gets you.

A fictional neighbourhood bookstore grounded in independent Victoria bookshop culture, not an actual client engagement.



I ONLY CAME IN FOR ONE BOOK.

A LITTLE DETOUR THROUGH THE SHELVES

SIDE NOTE.

THE FICTIONAL STARTING POINT

A curated local shop with knowledgeable booksellers, enthusiastic readers, and real reasons to visit, but social content dominated by releases, events, and informative announcements.

BUSINESS OBJECTIVE

Bring new readers into discovery conversations that progress toward a visit, staff inquiry, and eventual purchase where supported by real commerce data.

What we know: the creative is fictional. The visible local reference suggested a bulletin-board style. No claim is made about the real store's performance or sales.

02. STRATEGIC TRANSFORMATION

From information to intrigue.

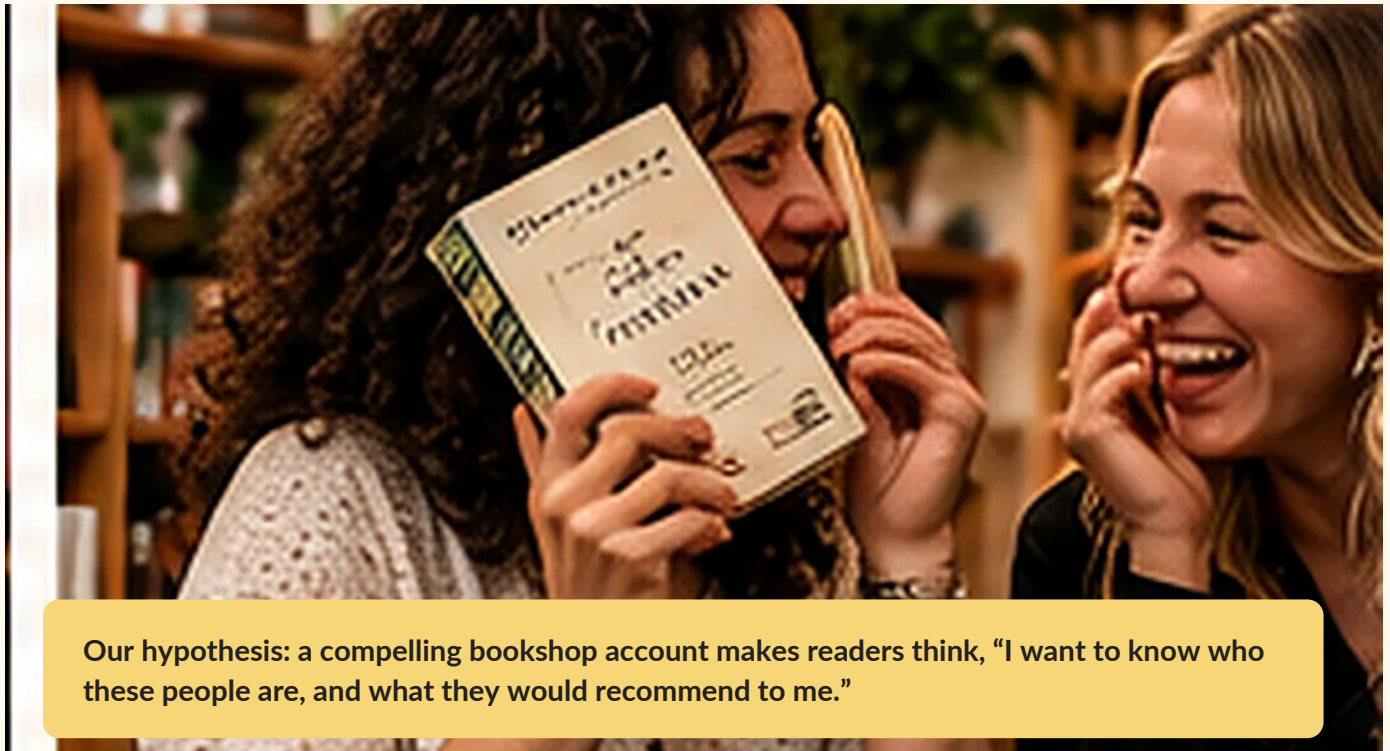
The customer should feel the urge to discover the bookshop, not merely receive a schedule of announcements.

Before: information

Book launches, dates, cover photographs, and notices

After: desire

Readers, reading rituals, unexpected discoveries, and bookseller opinions



Our hypothesis: a compelling bookshop account makes readers think, "I want to know who these people are, and what they would recommend to me."

03. CONSUMER DESIRE

A reader is a whole personality.

The campaign is not asking people to read more. It is asking them to enjoy the identity, emotions, and surprises that come with reading.



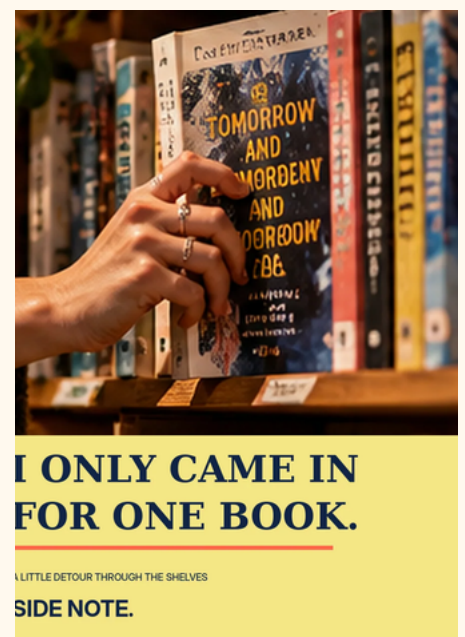
Identity

A style, an interest, a cultural point of view.



Obsession

The plot or character they cannot stop talking about.



Discovery

The title they never would have searched for.

THE CREATIVE TEST

Would somebody enjoy following this account even on a week when they are not buying a book? If not, we have probably made a bulletin board with nicer colours.

04. CREATIVE IDENTITY

Literary, opinionated, human.

A bolder graphic world with candid faces and texture rather than an exclusively beige or heritage-bookshop aesthetic.



Cobalt



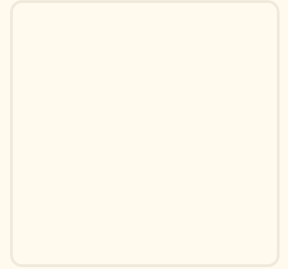
Coral



Butter



Ink



Paper

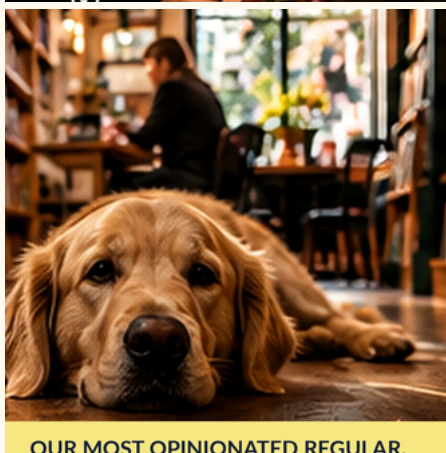
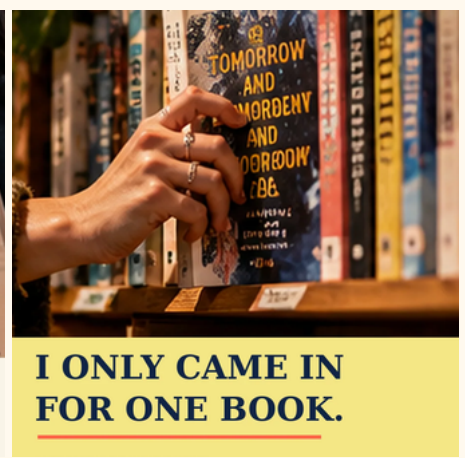


Editorial taste + bookseller humour + contemporary Victoria energy

05. INSTAGRAM

An account worth following.

Nine posts. Three Reel-cover concepts, one opinion-led graphic, people, community, and in-store discovery.



The grid is a concept demonstration using AI-generated images. In live delivery, Tita would photograph real staff, customers who consent, products, and the actual store.

06. SOCIAL CREATIVE

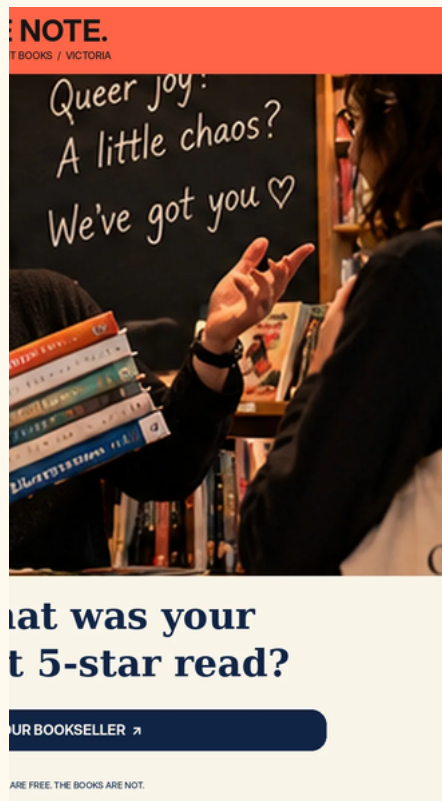
Three different invitations.

Emotional reaction, relevant advice, and the thrill of discovering more than you planned.



This book ruined my weekend.

I had plans. Then chapter six happened.



What was your last five-star

Tell us what you loved. We have opinions.



I only came in for one book.

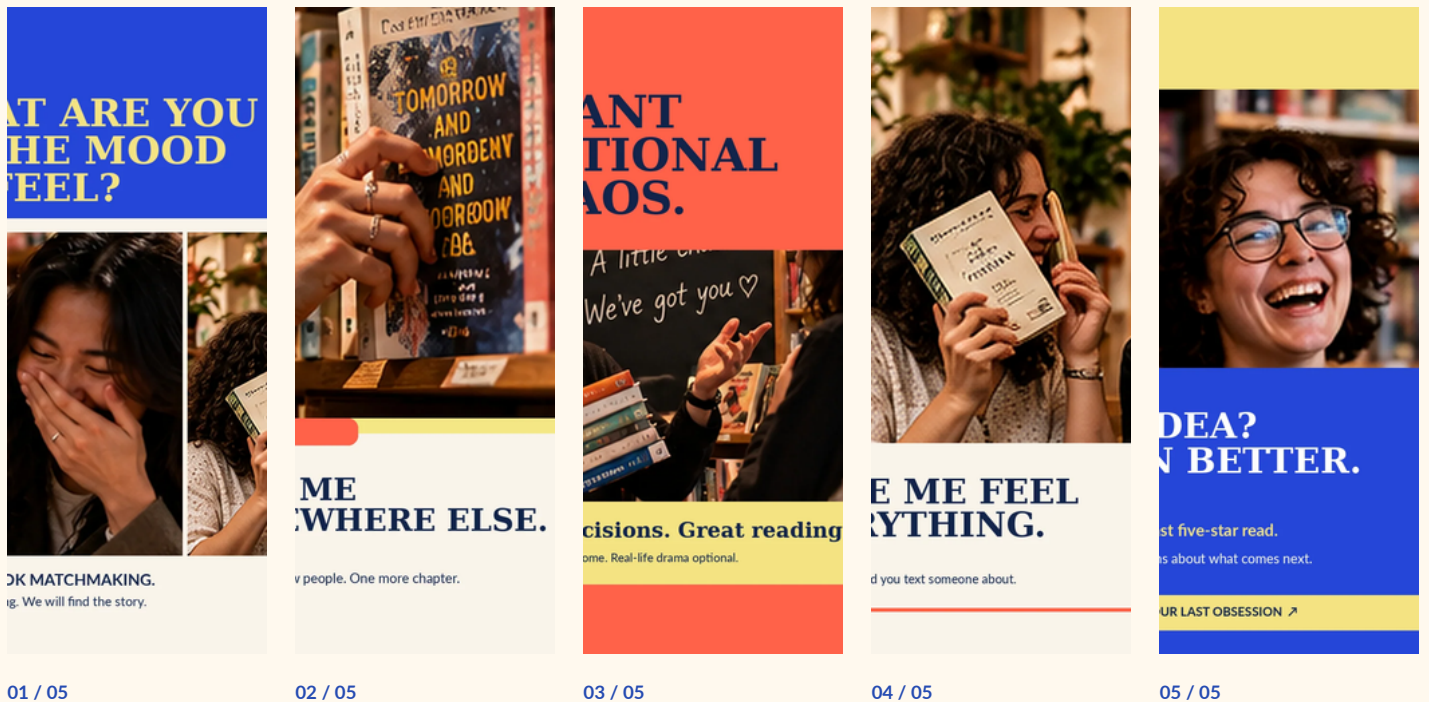
The pleasure of finding something unexpected.

The product can be visible, but the emotional hook is the reader. The brand becomes an entertaining account with a point of view, not a poster wall.

07. DISCOVERY CAROUSEL

What are you in the mood to feel?

Five slides built around reader motivations rather than a list of arrivals. The final invitation opens a conversation.



THE STORY ARC

Start with a feeling. Offer an escape, a little fictional chaos, or an emotional gut punch. Then let a bookseller help. The final prompt, “Tell us your last five-star read,” creates a natural pathway to a personalized recommendation.

All bookseller interactions in this portfolio are fictional and must not imply actual stock.

08. INSTAGRAM STORIES

Opinion. Detour. Discovery.

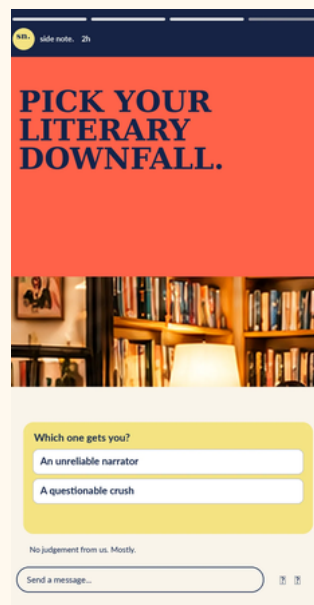
Two four-frame sequences invite response without replacing personality with a sales script.



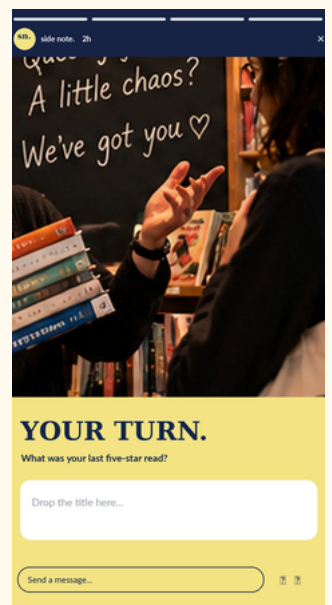
BOOKSELLERS / 1



BOOKSELLERS / 2



BOOKSELLERS / 3



BOOKSELLERS / 4



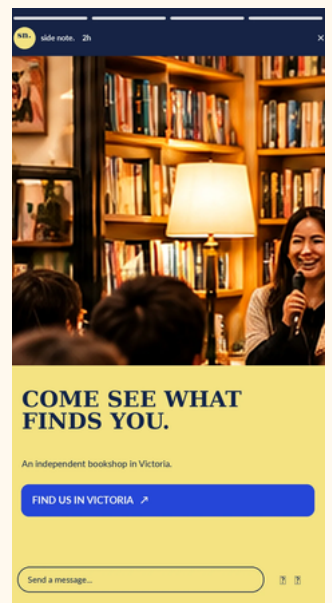
BOOKSHOP DETOUR / 1



BOOKSHOP DETOUR / 2



BOOKSHOP DETOUR / 3

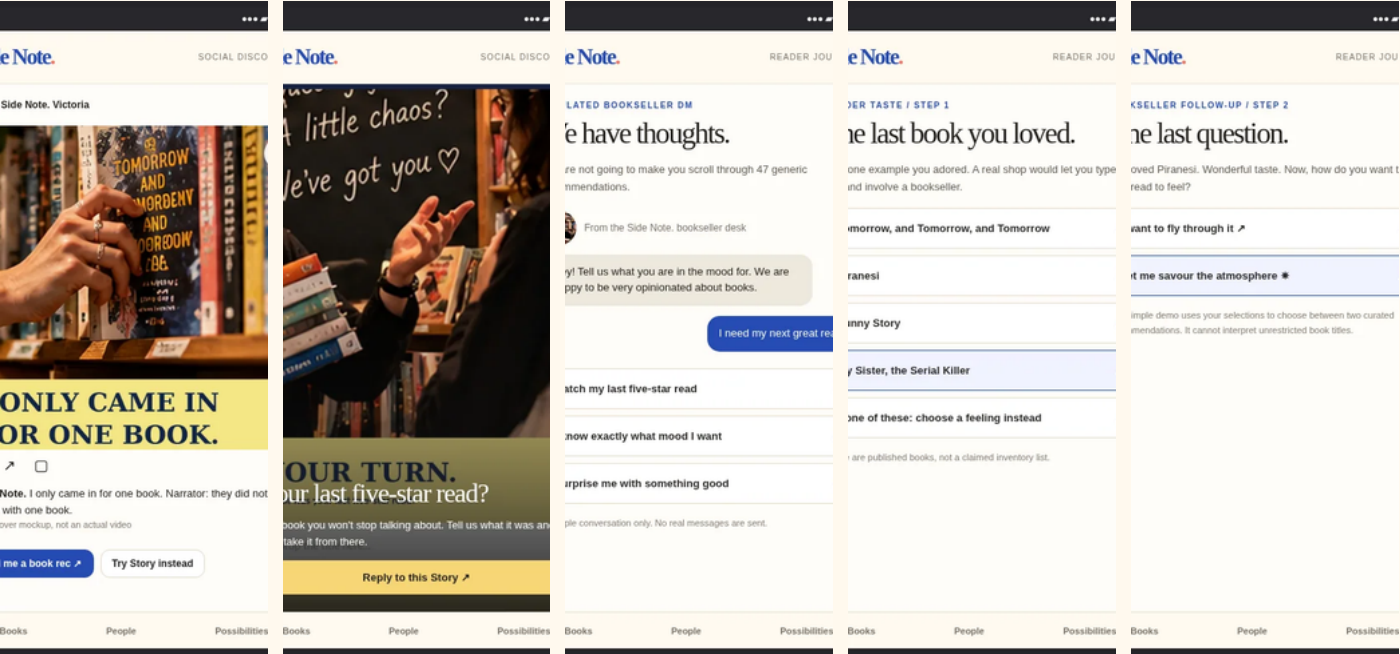


BOOKSHOP DETOUR / 4

Story stickers are visual examples only; they do not function as Instagram polls or replies.

09. CUSTOMER JOURNEY

From a reader reaction to a real next step.

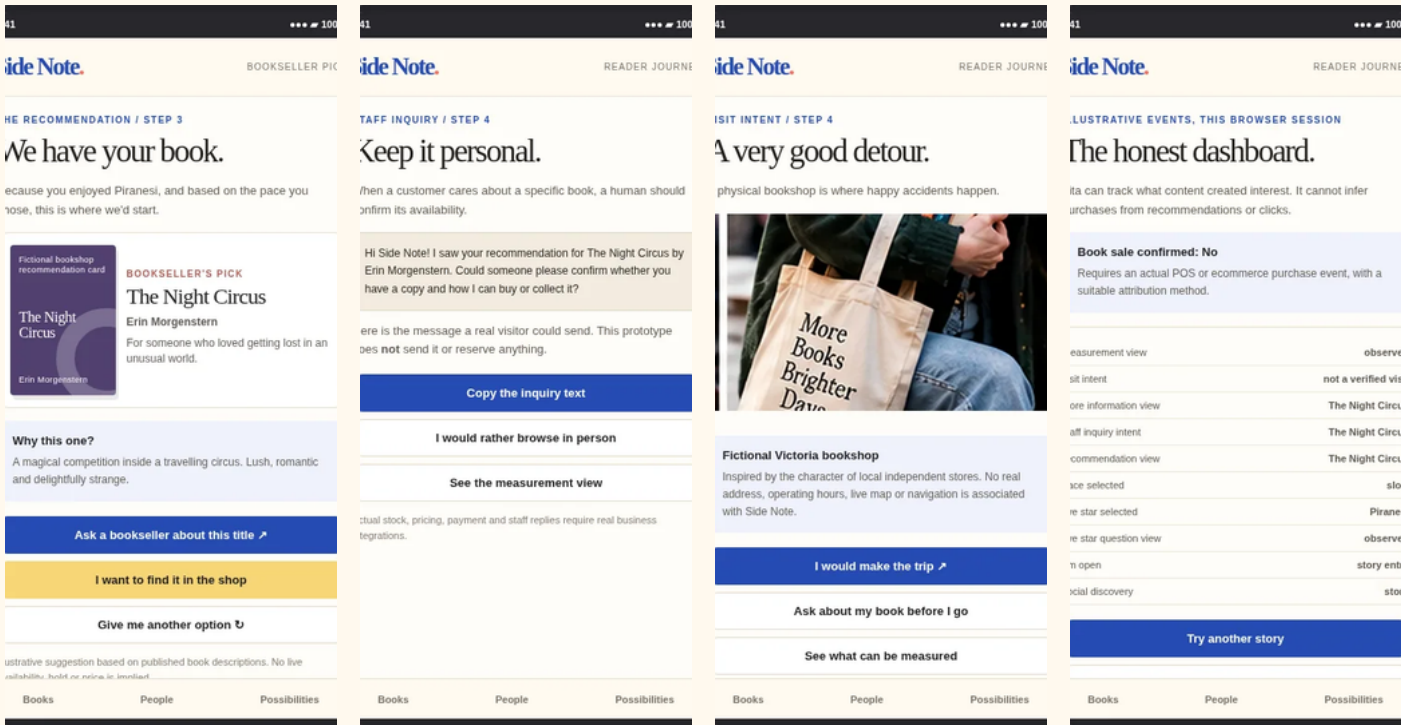


The actual embedded interactive demonstration in the Elementor page offers branching recommendations and next steps. This PDF records the proposed experience, not a functioning Instagram connection.

10. INTENT AND MEASUREMENT

A conversation is not a purchase.

The difference matters. Interest is worth measuring, but it is not a confirmed sale.



All metrics are fabricated for illustration. The interactive prototype counts only temporary in-page actions. It does not record contacts, transmit messages, confirm inventory, or verify purchasing.

11. OPTIMIZATION

What the signals might tell us.

A reporting framework should help a real operator decide what to shoot, improve, and test next month.



Reader conversations

Compare genuine recommendation requests against reach and saves.



Genre preferences

Use the genres and moods people share to inform future content.



Real availability

Connect interested readers to a staff workflow or verified inventory.



Commercial proof

Match attributed orders to POS or ecommerce reporting before claiming sales.

12. THE TITA APPROACH

Make discovery a reason to visit.

One cohesive route from identity to interest to measurable commercial action.



The shop already has books. Tita makes the readers, booksellers, conversations, and unexpected discoveries worth following. Then we help interested people find their way to the next step.

Side Note. is a fictional portfolio concept inspired by the category of independent Victoria bookstores. It was not commissioned by a named Victoria business and no named business is claimed as a Tita client. All performance numbers are illustrative. Social imagery contains AI-generated concept material. The clickable web demonstration does not connect to real systems.