



Amy Morin: Podcast Launch Visual Positioning

Description

In a world where podcasting has not only become the go-to content currency for connecting in niche markets, it has also become overpopulated with wanna-be podcast pros delutting the significance of highly influential people in the space. **Amy Morin**, a renowned psychotherapist, mental strength trainer, and international bestselling author of *13 Things Mentally Strong People Don't Do*, *13 Things Mentally Strong Women Don't Do*, *13 Things Mentally Strong Parents Don't Do*, and newly published *13 Things Mentally Strong Kids Do*, tapped Food Fight Studios' [Visual Impact Lab](#) team for a visual injection to launch her new podcast, **Mentally Strong People**.

Impact Goals

1. Develop a visual positioning template for Podcast Thumbnail Art using the title “Mentally Strong People” with author/psychologist Amy Morin to help feature the topics and guests.
2. Develop visual positioning templates for Amy Morin to use on YouTube and Social Channels for quotes and topics on serious issues.
3. Develop a visual positioning template for Podcast Thumbnail Art using the title “Mentally Strong People” with author/psychologist Amy Morin to help feature the topics and guests.
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Here is our approach to “Looking Great!”

Our team strategized the market's visual connection to Amy and her content. Our process started by creating a new visual template to launch her podcast including the strategic visual touchpoints for the digital footprint.

In with the ‘new’ out with the ‘old’

Cohesive brand colors + decluttered visuals

The new template created for Amy's podcast is now used by her to cross-promote her channels and introduce the different episodes and special guests. The Lab transformed Amy's "Mentally Strong People" into '**Visually**' Strong People.

The Results

Channel Art



Social Art



Guest Thumbnail



Category

1. #branding
2. #casestudy

Tags

1. amy morin
2. amy morin mentally strong people
3. amy morin podcast
4. amy morin visual positioning
5. animation
6. Animation For Brands
7. brand work
8. branding
9. Creativity
10. Food Fight Studios
11. mentally strong people with amy morin
12. visual impact lab
13. visual positioning

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