

# odd hours

## Make something of your downtime.

A brand of creative kits for adults.



## THE IDEA

# An evening with something to show for it.

A satisfying first project. Materials chosen for the job. Instructions that help people begin.

Research and product testing are proposed. No customer or campaign results are claimed.

## Audience hypothesis

Design-aware adults who want to make something but hesitate over supplies, setup, or skill.

## Brand proposition

A manageable creative session, with an object the maker wants to keep.

## Launch choice

Lead with Print After Dark. The print reveal makes the experience easy to demonstrate.

odd  
hours

Bold type.  
Warm paper.  
A little ink.



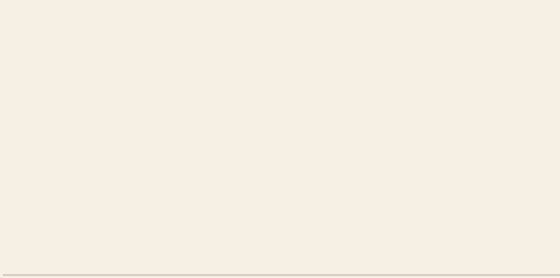
**Aubergine**  
#2D1638



**Cobalt**  
#3448E8



**Tomato**  
#EF503E



**Cream**  
#F6F0E4

**Rubik Bold**

Wordmark and utility emphasis

**DejaVu Serif Bold**

Editorial headlines and product names

Rubik Regular carries body copy. Source SVG files contain editable typography.

THE OPENING COLLECTION

# Three ways to make an evening.



LEAD LAUNCH PRODUCT

Carve a simple shape and print a set of postcards worth sending.

\$42 proposed / 60 to 90 minutes active

Proposed prices and session times require testing. Drying and setting time may be additional.

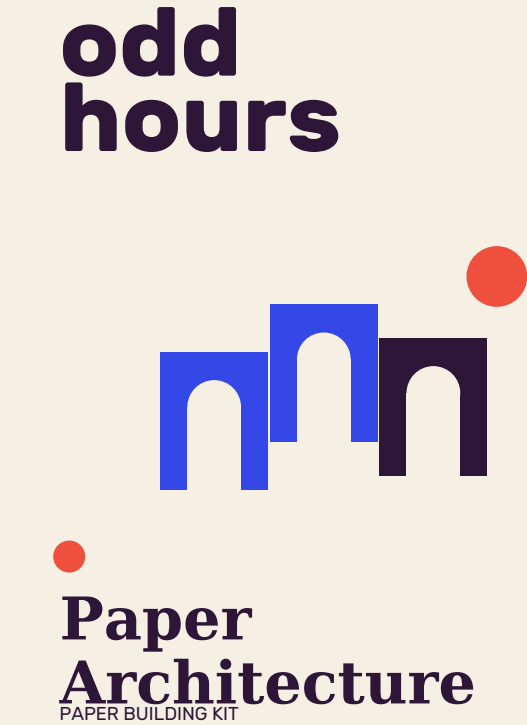
INDEPENDENT BRAND CONCEPT / ELIZABETH CARPENTER



PROPOSED SECOND RELEASE

Turn a small sheet of aluminum into an expressive piece of wall art.

\$38 proposed / 45 to 75 minutes active



PROPOSED THIRD RELEASE

Build a miniature storefront with a personality of its own.

\$34 proposed / 60 to 90 minutes active



## LEAD PRODUCT

# Print After Dark

A small print.  
A very good evening.

**Open**

See the finished piece and identify every material.

**Try**

Start with one practice shape, then choose a design.

**Keep**

Dry the prints, clean up, and keep or send the result.

# odd hours

# Look what you did tonight.

Meet Print After Dark.

Make an evening of it

Make something of your downtime.



CAMPAIGN SYSTEM

# One idea. Room to play.

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Tonight  
has  
texture.

Make an evening of it.

Awareness

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You made  
that.  
Yes, you.

Make an evening of it.

Maker reveal

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A little ink.  
A very good  
evening.

Make an evening of it.

Product consideration

THE CONVERSION EXPERIENCE

# Show the result. Answer the hesitation.

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# Look what you did tonight.

Meet Print After Dark, a block printing kit for an evening with a little ink and a lot to show for it.

Get first dibs

The kitHow it worksOur story



Below the fold: what is inside, the first three steps, active time and drying, real prototype images, and clear price and availability details.

SIX WEEK PILOT

# Learn before expanding the collection.

01

Weeks 1 and 2

## Prototype and listen

Test the making experience with adults. Refine instructions, timing, and the material list.

02

Week 3

## Build interest

Open an opt-in page. Share the process. Seed a small group of relevant creators.

03

Week 4

## Make it tangible

Demonstrate the print reveal. Release the creative. Sell only if the product is ready.

04

Weeks 5 and 6

## Evaluate and refine

Compare creative, product-page behavior, actual acquisition cost, and maker feedback.

Short video demonstrates. The product page explains. Email develops interest. A live trial reduces uncertainty.

ILLUSTRATIVE ASSUMPTIONS

A launch model with visible tradeoffs.

\$5,000

PROPOSED LEARNING BUDGET

\$23.48

CONTRIBUTION BEFORE ADS / ORDER

3.41%

MEDIA BREAK-EVEN CONVERSION

| Purchase conversion | Orders | Revenue | Paid acquisition cost |
|---------------------|--------|---------|-----------------------|
| 2%                  | 30     | \$1,260 | \$40.00               |
| 4%                  | 60     | \$2,520 | \$20.00               |
| 6%                  | 90     | \$3,780 | \$13.33               |

Model: \$1,200 paid spend / \$0.80 per click = 1,500 visits. \$42 price less \$13 materials and packaging, \$4 pick and pack, and a \$1.52 fee allowance = \$23.48 contribution.

At 4% conversion, media contribution is \$208.80. After the remaining pilot budget, the modeled loss is \$3,591.20. This pilot buys learning; it does not demonstrate profitability.

Assumes customer-paid shipping. Excludes returns, discounts, overhead and taxes. No observed results.

THIRTY SECOND FILM

# The moment of the reveal.

- 00-04** Clear a little space.
- 04-09** Open the box.
- 09-15** Choose a shape. Roll the ink.
- 15-22** Press. Lift. See the print.
- 22-27** Show the finished set after drying.
- 27-30** Brand line and invitation.

PORTFOLIO CASE STUDY

## A consumer brand, with the strategy made visible.

Odd Hours connects an audience hypothesis to a three-product identity system, packaging, launch creative, and a six-week marketing plan.

A modeled acquisition funnel shows the commercial assumptions alongside the design.

Independent concept. AI-assisted visualization and drafting. No client commission or launch results claimed.

THE NEXT USEFUL EVIDENCE

# Put the promise in someone else's hands.

5-8

CUSTOMER CONVERSATIONS

5

OBSERVED PROTOTYPE SESSIONS

Ask about a recent attempt to make something. Observe setup, assistance, active time, cleanup, and pride in the result. Report what actually happened, with the sample size.

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**Sculpd product and occasion architecture**

Existing creative-kit and occasion architecture; category context, not demand evidence.

**Luckies creative kit assortment**

Adjacent beginner screen-printing kit format; a useful product reference.

**Emily Zarse independent art project**

Unrelated art project using the same name; Odd Hours remains a portfolio working name.

Sources accessed September 14, 2026. Names, pricing and product claims need validation before a real launch.