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| **What is the business opportunity?** |
| There are more than 750,000 properties in the UK worth over £1M. Lockdown has forced families across the country to reflect and invest in their outdoor areas and gardens. Demand has been turbocharged by the rise in home working and a desire for more space and greenery. (Telegraph 4 Nov 2020).  Outdoor Living Inspiration is the corporate brand with a number of e-commerce brands selling products online. The first e-commerce brand is rattanandteak.co.uk selling furniture, gazebos, heating, lighting and garden accessory products. |

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| **What is the brand essence?** |
| Outdoor Living Inspiration Ltd has been established to inspire and deliver ideas of how families can make the most of their outside spaces and gardens.  Outdoor Living Inspiration helps you to make your garden and outside areas work hard and play hard, helping you to express your personality, and make you feel confident and excited to share and maximise enjoyment of your outside living spaces. |

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| **Who are the audience? What motivates them?** |
| Families that value entertaining and a luxury lifestyle and outdoor living. Aged 35-60 that want style, luxury, exclusiveness. Life is competitive and keeping ahead is important. Entertaining is vitally important and an expression of their success and their status.  They care about the provenance of products – storytelling about products. The journey, the brand values, the shopping experience and the service experience. |

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| **How does their behavior need to change?** |
| **FROM: Its nice to have some outside space**  **TO: Outdoor Living Inspiration gives me the ideas and the brands for designing and creating my ideal outdoor spaces to love and spend time in** |

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| **What is the one Key Insight?** |
| As the first rays of sunshine start to appear in February / March, this is the time that people start dreaming of long summer days in the garden, relaxing, eating, drinking, having fun and catching up with family and friends. |

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| **When and where does the change need to happen (the Centre of Gravity)?** |
| Logo |

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| **Creative Leap (the Master Task )** |
| **Realise your outdoor living dreams** |

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| **What brand assets & essence allow us to have a relationship here?** |
| Lifestyle benefit demonstration. Spaces and products being used in a range of entertaining, relaxation and family lifestyle situations. |

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| **What does success look like?** |
| * Excited and inspired staff, suppliers, prospective customers, customers to take their outside living spaces to the next level |

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| **What are the deliverables?** |
| * Logo – 2 sided. Logo on front and contact details on the back * The mandatory is that it contains the words Outdoor Living Inspiration   Colour pallete – please test the use of green, orange and charcoal colours  **Timings -**  Creative Brief Finalised – Mon 22nd February 2021  Creative brief circulated – Tuesday 23rd February 2021  Creative concepts – Tues 2nd March 2021  Feedback on concepts to creatives – Friday 5th March 2021  Final concepts presented – Friday 12th March 2021  **Contact details for business card 1**    Tim Watson  Director  Outdoor Living Inspiration  M. +44 (0) 7828 850 557  tim.watson@outdoorlivinginspiration.com  www.outdoor-living-inspiration.com  **Contact details for business card 2**    Brendan Mahoney  Director  Outdoor Living Inspiration  M. +44 (0) 7484 188804  brendan.mahoney@outdoorlivinginspiration.com  www.outdoor-living-inspiration.com |