**Creative Brief / Scope of Work**

P&P Website

1. **Scope of Work:**
   1. Build out template and basic content for P&P website based.
   2. Provide guidance/suggestions on website structure and best ways to convey information, update, etc.
   3. Re-Examine Logo Mockup
2. **GOALS/NEEDS:**
   1. Build out P&P website to showcase P&P capabilities and athlete portfolio.
   2. Easily editable/updateable
   3. Dynamic Content: Social Media Integration, weekly text and multimedia updates can fuel site.(IE: Athlete Press Announcements, Video’s, etc)
   4. Simple and Clean
3. **INFORMATION INCLUDED/EXAMPLES:**
   1. See Attached Wire Frame
   2. <http://wattieink.com/>
   3. <http://www.wmgllc.com/>
   4. <http://struck.com/>
   5. <http://smackmedia.com/>
   6. <http://www.octagon.com/>