**Craft - Design brief**

**Introduction and Company Profile**

We are a boutique consumer research agency based in London. We have a website where you can find out more about us ([www.craftstrategy.co.uk](http://www.craftstrategy.co.uk)) but this will shortly be redesigned and should not be used as a basis for the new visual identity we are looking to achieve.

Out business is built on providing our clients with insight into how consumers feel about/use/interact with their brands, products and services.

We do this by collecting data on how people behave, think and feel – ideally at the time and place where the product in question is (to be) consumed by the target audience, e.g. in people’s living rooms, on the high street, in retail stores, while using public transport, in pubs and cafes, and so on.

We collect this data either through observation (in person or using cameras) , through interviewing (face-to-face or online), or through asking our research subjects to record their own behaviours (etc.) using video diaries, paper workbooks, mobile phone apps or online diaries.

Once we’ve collected the data, we then analyse it (often in conjunction with various academics and consultants), with the aim of providing clients with strategic recommendations on how to market/develop/design brands, products and services.

**Competitive Context**

Our industry broadly splits into two types of agency. Firstly, large multinational conglomerates such as Nielsen, Ipsos, Synovate, TNS who do large-scale quantitative work. They operate much like one would expect a large traditional corporation to work. Their employees will wear suits and the culture is dry, risk-taking is avoided and rigour is highly valued. For the most part we do not compete with these.

Secondly, at our end of the market, are smaller agencies e.g. [Flamingo International](http://www.flamingo-international.com/), [Firefish](http://www.firefish.ltd.uk/), [The Sound](http://www.thesoundresearch.com/), [Truth](http://www.truth.ms/), and [Sparkler](http://www.sparkler.co.uk/). The culture at these companies (and at ours) is more akin to that of an advertising agency, cool and creative, where innovative ideas are prized.

Traditionally, we’ve made our living by working for media and technology brands, including broadcasters e.g. ITV and Channel 4; TV platform providers e.g. Virgin Media and YouView; and technology providers such as Microsoft and Samsung.

We’ve also done more ‘edgy’ work for the Government, understanding how radicalisation occurs (and can be prevented) within minority groups in the UK.

While we wish to retain our current clients, we are aiming to diversify our business beyond media into other sectors, most notably FMCG, Retail, Automotive, Consumer Electronics and Telecommunications.

**Objectives**

We wish to develop a meaningful, distinctive and provocative new corporate visual identity in line with the repositioning of our company. The identity should reflect and communicate our ethos and brand values.

Ethos

* We believe in researching **brand realities,** by which we mean that we research brands and people *in context*, out there in the real world. This is in contrast to many agencies who tend to conduct research in laboratory-style conditions
* We believe that to truly understand a problem you need to look at it **through different analytical lenses / from different perspectives**, drawing on the disciplines of psychology, sociology, anthropology, human geography, semiotics, social media listening and so on

Values

* Modern (we understand and embrace modern culture and technology)
* Real (we believe in discovering and communicating the undiluted truth)
* Edgy (we often research places and people that others can’t reach)
* Impactful (we always focus on the end goal of inspiring / enabling our clients to make decisions)

Stylistically we imagine the identity having some of the hallmarks of the best photo journalism, a mix of glamour and gritty reality. We want to be cool rather than corporate, but this coolness should reflect everyday life rather than exclusivity, the lives of the rich and famous.

**Target Audience**

Ultimately, the people we are trying to reach are marketing and research managers at major corporates in the sectors that we are targeting. As such, the ‘impactfulness’ our visual identity must be balanced against the need to ‘reassure’ such people that we can be trusted to work for them.

**Needed Materials**

The outputs we will need are:

* A logo that legibly spells out our trading name, Craft.
* A branding device (i.e. symbol) that can be used either with the logo or on its own (we imagine this making an appearance in the background of our PPT template / header or footer of our Word template)

**Contact details**

Should you require more details please do not hesitate to contact us at hello@craftstrategy.co.uk