**Creative brief template**

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| **Contact person** | Jay Burgmann |
| **Contact details** | **Tel:**  **Mobile**: 618-401-3040 |
| **Company Name** | Shockwave Marketing Systems, LLC |
| **Budget**  (The amount set aside for the project, the account number against which the activity will be charges, any constraints/variables there maybe on the budget.) | **Budget amount: $200** |
| **Overview**  (Project information, summary of how the activity has come about; whether it’s as a result of local decisions, research findings, new initiatives or the promotions of core business products and services) | 1. Business Logo for print material, business cards, website, & other collateral material. 2. Business name in an appropriate font to match the logo image. 3. Also, associated icons for above materials like custom bullet points. |
| **Objectives**  (Your goals, measurable objectives, and outcomes) | Bring the brand to life through iconographic imagery, and fonts |
| **Advertising and branding guidelines** |  |
| **Deliverables required**  (Copy, design, printed materials, banners, brochures, display advertisements, etc.  Define the project and how it helps achieve strategic goals. Provide specific details of activity – ie printing 5,000 A4 fliers for letterbox distribution.) | **Brochures:**  *(Type and amount)*  **Text:** *(Number of words and when)*  **Logo:**  1, 2 & full color logos & derivative icons for use on all digital media, including watermark logos. Images for use as Twitter logo.  **Event material:** full color logo for business cards, name cards, invitations, letterhead, envelopes, One & two color logos as well.  **Other:** full color logo for embroidery on clothing, one & two color logos for printing on clothes. *(What and when)* |
| Target audience  (Who are the primary audience, secondary audience and stakeholders?) | Primary: Business people needing marketing services |

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| **What do you want the audience to think, feel and do after seeing your communication?**  (‘What is your call to action?’) | I will contact this business to see how they can assist me and my business to achieve our sales and marketing goals. |
| **Tone and image**  (What style do you require – informal, warm, humorous, direct or functional?) | Professional Modern design. |
| **Messages**  (The single most important message you want the target market to take from the activity –the one sentence that summarises your unique selling point. What are the features, benefits and value, prioritise the top 5 features and/or facts about the program/service and its value to the target audience?) | Tag line: Needed - some ideas follow.  Customer impacting marketing  Customer impactful marketing  Shocking your customers with your business  Changing Marketing at high velocities  Changing marketing with a high velocity  Bringing high velocity changes to your marketing  A new Wave of marketing  A Startling approach to marketing  Intense Marketing : Waves of new customers  Intensive Marketing Impressing Customers  Shocking your business with waves of new customers  Shocking you with waves of new customers  Wave goodbye to traditional marketing  Wave goodby to mundane marketing |
| **Colors** | Primary: Dark Purple or dark shade of blue  Secondary: Silver or grey  Accent: Your choice! But, make it bright |
| **Support information**  (List in order of priority other information that should be included in the communication.) | On April 12, 1981, the first Space Shuttle, Columbia, launched into space. I was lucky enough to be at NASA’s vip viewing station to see the launch. The most memorable aspect of the launch was the shockwave from the rockets launching the shuttle into space. It didn’t just blow past you, it continued for a while. My entire body just shook from the powerful engines. The earth shook like a long earthquake. I want this feeling expressed in the logo.  I may use space launches as a metaphor in describing marketing plan development and implementation.  I like the idea of a radiating wave pattern in the logo, sample images are below. |
| **Selection of images**  (Where possible provide or suggest appropriate images. They should reflect/complement objectives, target audience, tone.)  Don’t forget to have consent forms signed for all photographs which have children in them.  Ensure photographs are high quality and high resolution – minimum 200dpi. |  |
| **Images:continued** | Name markup ideas: Shockwave letters have a shift in them to represent the wave. Shock and Wave can be of different designs/patterns/texture. These are just thoughts.  A line entering from left through the shockwave word and then waving as it moves through and out the right side  “Shockwave” should be the dominate aspect of the logo with “Marketing Systems” being smaller and of a standard, modern, font.        I really like the upper left Physio logo but wouldn’t want the lines to look like a mountain. They would need to be expanding upward in a circle design like a wave radiating upward. |
|  | The negative letter W in this design is interesting, along with the wave pattern |
| **Negatives: Things I don’t like** | I don’t like the font used for southwest shockwave.  I don’t want the word “shockwave” split into two lines.  I don’t want the wave pattern to be like that shown on an ekg machine as in the logo below.    I’m not a big fan of the Shockwave font either. After all these do’s and don’ts I don’t want it overcomplicated as I intend to have the logo embroidered on shirts and silk screened on T’s. |
| **File Types:** | EPS, JPEG, PNG, PDF, and any other that may be needed in the future for print or digital use. |