

TWT Property Group

Creative Design Brief

Name of Brief/Project	TWT Christmas and New Year season's greetings 2017	
Requested By	Head of TWT Corporate Marketing Tina Tian	
Target Audience	TWT database_ Stakeholders/Business partners/consultants/prospective & existing purchasers	
Outputs Required	File type output & dimensions	
	1)	Electronic version – Web version of JPEG low res for CRM system_W600*H800
	2)	Electronic version – Email signature banner/ size: 450x75
	3)	Electronic version for social media platforms like Instagram, FB, Wechat and etc. JPEG low res.
Background Information	<p>We are a property developer based in Sydney. We need a corporate Christmas and New year seasons greeting e-card design to send out to all our business partners, clients and consultants. TWT Property Group is an Australian-based company which focuses on residential property development and investment. At TWT we see ourselves not just as developers, but as curators of community. We want everyone to be a part of something more, something better – where residents, artists and visitors to our communities can prosper and grow.</p> <p>TWT specialises in establishing quality residential communities that reflect its commitment to art, design and architecture coming together to create 'Living Works of Art'. Our current major development sites are located at St Leonards, Darling Harbour and Pyrmont in Sydney. Art is part of our DNA, hence, we would like to see some bespoke design with fund, festive and artistic features.</p> <p>More background information are also available on our website: http://twtproperty.com.au/</p>	
Description of design guidance + Copy	<ol style="list-style-type: none"> 1. Creative needs to be bespoke, fun, festive and artice with TWT logo. 2. Second required electronic version designed can be shared via wechat, facebook, Instagram. 3. Draft Copy as following : <p>Merry Christmas & Happy New year!</p>	
Link to Reference Files	Logo attached.	
Link to Project Folder		