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| **Creative Brief** | |
| **Design Task**   * Creation of Images for Amazon Listing for Felt Pads. Brand - No Sweat DIY * Images must be clear, information-rich and attractive and follow the below requirements:   + Products must fill at least 85% of the image.   + Should be square shape with a minimum of 1000 pixels by 1000 pixels   + JPEG is the preferred image format | |
| **Master Brand:** | No Sweat DIY |
| **Sub-brand:** | NA |
| **Tagline:** | Simple solutions to common household problems |
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| Who Are We | Target Market |
| * No Sweat DIY is Home DIY supply company that focuses on easy to use and flexible products. * These products are of high quality but are easy enough to be used by people with a bit of common sense that don’t have any technical knowledge * No Sweat DIY aims to appeal directly to its target audience unlike most of its competitors. * Current product for launch: Felt Furniture Pads protecting your hardwood flooring and other high-end products (coffee tables, hardwood floors, granite, tiles etc) * Future Products: Cabinet and door silicone bumpers, staple gun, rug grippers, hook and loop tape, Carpet Protector Film | * Our Brand is for busy people who are proud of their home. * Our customers like to take care of their home but don’t have a lot of specialized DIY training. They are ok using a screwdriver and power drill but would never attempt something like electrics of plumbing. But, they are willing to try out a Pinterest Project. * They resent paying someone to do something that they can do themselves. * They work hard to make their home a nice place to live for themselves and their family. But they do like to entertain so they can show off their place. They are proud of the place they live in. * Our clients are time poor and very busy but do like to spend a bit of time on DIY. Why pay someone to do something which they can do themselves? * They are willing to pay extra for something which is high quality so they only must do it once. Nothing is worse than doing quick fix which has not been done satisfactory. * They don’t have any patience for things which are of low quality and don’t work. |
| Brand Essence - Key Descriptive Words | Primary Message / Tone |
| * No Fuss * Easy to Use * High Quality | * We know how much you love your home. You work hard and want to be able to show off where you live. You are proud of the fact that you are not scared to get your hands dirty and do a bit of the work yourselves. But, we know you don’t have a load of spare time and want to protect your home. You work hard to have a nice place to live and want to protect that house you work so hard for. * Home is the most important place on earth. It's where life happens and where your family's story is told. The Simple DIY Life products are each designed to simplify the process of turning your house into a home. |
| What the brand IS | What the brand is NOT |
| Premium Quality Brand | Not Cheap |
| Trustworthy and Safe | Not Condescending |
| Your Home | Not, just a place you live in |
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| Competition / Markets |  |
| * Europe – primarily UK and Germany |  |

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| Colour Preferences | |
| Bold colours (Teal) | |
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| Logo Treatments | |
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| Product Package Example | |
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| **Examples of Listings Text which will accompany the Images**  Felt Furniture Pads. Thick, Premium Felt Pads for Protecting your Floor. Available in a Variety of Sizes.    • PROTECTS YOUR FLOORS! No more cringing every time someone moves a chair. Your hardwood, laminated or tiled floors will stay protected from scratches and scuffs with these super thick and dense felt pads.  • WON’T FALL OFF YOUR FURNITURE – Rest Assured that with our Grade A high strength adhesive these furniture pads will stay put and not fall off.  • REARRANGE YOUR FURNITURE EASILY - Glide your furniture easily and quietly so you can clean those hard to reach places.  • EASY-TO-USE – These felt pads are so simple a 3-year-old can do the job. They can be applied to chairs, desks, bookshelves, tables, lamps, tables, sofas, desks, - almost any hard surface. Need a different size? No problem, use the larger pieces to easily cut down to any desired size.  • THEY BLEND INTO YOUR FURNITURE – Included are a variety of shapes and sizes to fit your furniture legs. You guests will see your furniture and not the pads. | |
| Brief Submission – Owner/Date: | Budget |
| * Betsy Pearson 29 July | * £200 |