Creative Brief

**Title:** 10 ways infographic

**Company Background**:

In-gage is a Salesforce app, which helps to measure and improve customer

loyalty & advocacy by changing the behaviours of frontline staff.

[www.in-gage.co.uk](http://www.in-gage.co.uk)

**Objective:**

We would like an infographic that helps to demonstrate the 10 ways that In-gage can help customers achieve the best results from using our service.

The infographic needs to utilise creative icons and animation to entice readers to engage with the infographic.

The brand is informative and fun, so the infographic needs to reflect that scene.

**Execution Requirements:**

Style: Infographic

Size: A4

Main Colours: Blue (#009bde), White

Negative Colours: No Red

Look and Feel: The infographic needs to match the colour scheme of our website.

Key things to include: Apart from our logo, please include I-VIE our Artificial Agent. This agent is a key part of our app.