

creative brief.

the springboard into the creative process.

Brand is the key way to communicate what your business stands for.

We start by partnering closely with you to establish the attributes, vision, and personality of your brand.

Please help us by filling out the following:

[REDACTED]

Contact Name: [REDACTED]

Company Name: De Ras Holdings b.v. / Asia Office: De Ras Pacific Ltd.

Product Description: Commodity Trading House

Email Address: [REDACTED]

Date: 18.06.2012

1. WHO ARE YOU? WHAT DO YOU DO?

Mission Statement: Who are you? What do you sell? Give us a description of your company, the meaning/background of your company name (if relevant). Give us your company history and goals you hope to achieve in the years to come.

De Ras is a Commodity Trading house based in Amsterdam, the Netherlands with Regional Offices in Beijing, Hong Kong, Istanbul, Jakarta, Johannesburg, etc.

We sell various products in different industries from Agriculture to Chemicals and from Forestry to Mining.

De Ras Holdings registered in Bermuda and run by the partnership of a few families is a recently found Company but with very strong ties to the past through the families it's representing and with the name it's bearing.

2. YOUR OBJECTIVES. WHERE DO YOU WANT TO GO?

Perception/Tone of company: Should this be a friendly, relaxed message, or a hard-sell with a sense of urgency? Should the audience feel like a confidant, pal, victim (in need of rescuing), partner, controller, etc?

Perception/Tone of the Company must be before anything else to **give trust** to its clients, to its suppliers and to its partners whom the Company is working with it OR it may work within the future.

The message we would like to give is not only to say we'll be there for you but also to say: "we'll be there for you even we have a chance to make more profit by leaving you or selling you out; but we will still be there for you." In other words, we would like engrave this idea of "**Old Family Company Mentality with Innovative Ideas & Products**" to say it's not Always for profit but sometimes it's for the sake of the family bonds and traditions.

The audience should always feel like a Partner or better to say he or she must see us a **Family member** who is always going to be there for him/or her not only in the bright days but also on the dark ones.

3. DESIRED RESULTS & VISION HOW WOULD YOU LIKE TO BE PERCEIVED?

Keywords are helpful in developing a feel.

Because we're a new company in the East but still representing the Old traditions and values of the West, we'd like to impose these on our Vision that needs to be perceived in the Far-East – in fact for this same reason, our Company also has a Chinese Name (which I'll be sending to you soon).

4. TARGET MARKET. WHO IS YOUR AUDIENCE? DEMOGRAPHIC?

When possible, list details like title(s) of audience members, industry, size of company, revenue, number of employees, geographic details, affiliations, key behavior attributes (i.e., do they make the buying decision or influence it?).

As I mentioned above our goal is to target audiences and industries globally, Asian countries ranking as the highest buyers.

5. COMPETITION. WHO IS YOUR PRIMARY COMPETITION?

We look at what your competitors are doing, where they are and where you are in relation to them. Please provide company names and URLs to corporate websites. Feel free to identify competitor names that you feel work well, are not working, and why.

Big guys we hope to be competing with OR hope to be acquired by:

Glencore International, Hutchison Whampoa, Kuok Group, Jardines, Mitsubishi Corp., Noble Group, Rare Earths Global, Swire (Taikoo), Wilmar International, etc.

6. SUCCESS CRITERIA HOW WILL YOU JUDGE A SUCCESSFUL PROJECT?

By creating a Global Identity and a Logo not only embraced by the West (especially not only by the Bay Area considering your location and the Californian approach to life) but also from the Old Continent – Europe and by the East.

7. COLOR PREFERENCES.

Which colors do you naturally gravitate to? Are there any colors you would like us to stay away from?

We prefer colors that are representing our Dutch roots however it's important to bear in mind that China and Far-East being our Main Markets, colors can imply a lot things – in fact as mentioned above we may use our Chinese Name along as well. (Example: HSBC Logo below)



The Coat of Arm for De Ras – bearing Three Chevrons.

Some colors and logos of Dutch and Global brands references used and well recognized in the Netherlands & in the East:



(This particular one, I found it online when searching for a Flag/Logo with a Chevron on it.)

And finally, let us not forget the “Orange” color as the Royal Color of the Netherlands:



This logo is the latest example of the type of treatment they like.

6.22.2012

Creative Brief Review // Summary

The below statements have been consolidated from the Creative Brief De Ras has submitted.

MISSION STATEMENT

De Ras is a Commodity Trading house based in Amsterdam, the Netherlands with Regional Offices in Beijing, Hong Kong, Istanbul, Jakarta, Johannesburg,

POSSIBLE BRAND ATTRIBUTES/ CORE VALUES

HOW YOU WISH TO BE PERCEIVED

Please remove any keywords that do not apply and select (or add) and rank your top 5 core attributes that defines De Ras is as a company.

- | | | | |
|-----------------|------------------|------------------|----------------------|
| 1. Trustworthy | 8. Knowledgeable | 14. Experts | 20. Strong |
| 2. Professional | 9. Fresh | 15. Honest | 21. Optimistic |
| 3. Thoughtful | 10. Supportive | 16. Approachable | 20. Respected/ Noble |
| 4. Creative | 11. Responsive | 17. Unique | |
| 6. Leaders | 12. Trusted | 18. Established | |
| 7. Engaging | 13. Partners | 19. Friendly | |

COMPETITION (or possible buyout company)

Wilmar International<http://www.wilmar-international.com>**Noble Group**<http://www.thisisnoble.com>**Swire**<http://www.swire.com>**Kuok Group**<http://www.kuokgroup.com>**Rare Earths Global**<http://www.rareearthsglobal.com>**Hutchison Whampoa**<http://www.hutchison-whampoa.com>**Glencore**<http://www.glencore.com/>**Mitsubishi Corp.**<http://www.mitsubishicorp.com>