

The Creative Brief (Completed) - Case Study

Date:	March 15
Company:	The Startup Company Pty Ltd
Client contact:	Annie Lane
Date required:	April 15
Nature of product/service:	'The Farm' Coworking Space
Description of product/service:	A suburban coworking space for SMEs, entrepreneurs, and freelancers, in Brighton, 12km south of Melbourne.
Task – What needs to be made?	An email newsletter campaign - 6 emailers, one per month, 1000 words maximum per emailer.
Background to this job: Why are we doing this? Why is this piece needed?	It's a new space, it's a competitive sector, it's price sensitive. They need to create awareness that the space exists and find new customers quickly.
Objectives: What do you want to achieve? It needs to be a specific, measurable goal.	<p>Target list has 5000 names on it.</p> <p>We want to have 5% of the recipients open the newsletter e.g. 250 people open it.</p> <p>Of those we want to have 10% book a free tour e.g. 25 people book a tour.</p>
Target market: You may have more than one. Please nominate them in order of importance to you. Please be as specific as possible about the 'person' you're targeting, not just the type of industry/company.	<ul style="list-style-type: none"> ● SME business operators (1-5 employees) ● Businesses (5-10 employees) out of a lease and needing a new office ● Startup entrepreneurs sick of meeting in coffee shops ● Freelance creatives wanting to meet potential collaborators ● Corporate workers wanting to get away from the home office for a day ● Podcasters who can't afford to have dogs barking in the background ● Business owners seeking adult company, networking opportunities, events, and fun
Features & Benefits: What will this service/product do for your customers? How will it make their life easier/richer/happier?	<p>Feature: Concierge service</p> <p>Benefit: Greets guests, makes coffee, answers the phone, picks up dry cleaning, fixes the tech issues, books meeting rooms, receives mail</p> <p>Reason why people buy: Avoid effort, save money, look good</p>

	<p>Feature: Free parking for members</p> <p>Benefit: Don't have to catch public transport, can arrive at work looking good, don't have to walk to work in runners, hair won't get wet, can use the car to go to appointments, pick up kids etc</p> <p>Reason why people buy: Save time, convenient, look good, avoid effort</p>
	<p>Feature: Flexible packages</p> <p>Benefit: No commitment needed, can cancel when you want, can grow or contract as the business succeeds/fails</p> <p>Reason why people buy: Save money, avoid stress</p>
<p>Creative Proposition /Single-Minded Proposition: What's the most important message you want to leave in the consumer's mind?</p>	<p>There's a package and a workspace for every stage of your business.</p>
<p>Supporting evidence/Proof of claim: What testimonials, examples, awards, accolades etc. can you supply?</p>	<p>Testimonial from existing member</p>
<p>The Offer/Incentive: What can you offer the reader that will compel them to consider you (rather than the competitors)? It needs to be high value and relevant but low cost. E.g. free report, free audit, free consultation, free DVD.</p>	<ol style="list-style-type: none"> 1) Book a tour 2) Try us out - buy the day pass - 50% off (save \$50)
<p>Campaign Timing: Is it seasonal? Is there a theme that needs to be incorporated into the piece?</p>	<p>It's new, there's nothing like it in the local area, if your lease is up, this is a good time to try a new way of working</p>
<p>Essential Requirements /Mandatories: What must appear on the piece? E.g. trademarks, logos, disclaimers etc. Please list here in the correct wording.</p>	<p>N/A</p>

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Constraints: What can't we say or mention?	N/A
Competitors: Please nominate 3 competitors and their sites that you perceive to be in direct competition with you.	All city-based coworking spaces Hotel meeting rooms Function centres Coffee shops