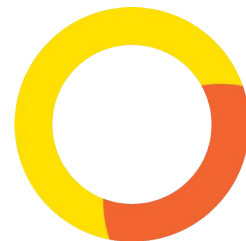




Creative

Brief

Template





→ **Project Title**

Sailor Decks – New product launch ads

→ **Project Overview**

Image assets of Facebook and Instagram ads for the new '**Cute Gorilla**' skateboard deck launch. Due two weeks prior to product launch date on **28 April 2023**.

→ Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

The goal is to create awareness among potential customers of our new skateboard deck '**Cute Gorilla**' which will be launch next month. A 10% discount will be provided for purchase during the launch date **28 April 2023**.

→ Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

Target Audience Name

- Rossie Daniel



Need

I'm looking for sustainable skateboard deck that has minimum impact on the environment. Most of decks that I found on the market uses wood which contribute to deforestation and habitat loss. It is important to look for an alternative sources in effort to care for the environment.

Demographics

Age: 18 - 35

Gender: All

Household Income: 30k - 100k

Education/Occupation: Diploma, Undergraduate Degree, Professional

Location: Kuala Lumpur

Interest

Skateboarding, extreme sports, sustainability & community, empowerment, music, movie, IT and technology

Behaviors

Active in sports and socially by attending social event, concert, cinema, skateboarding, etc.

Active in sustainability and community based projects in university or organisation.

Active on social media like Instagram, Youtube and Twitter.



→ Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

There are several skateboard shops in the city which sell various skateboard equipment and accessories. Some of them are brick and mortar and online based shops where two of them are currently having sales at 15% discount. However, none of them produce and sell skateboard decks made of recycled wood and plastics. This creates an opportunity for us to promote '**Cute Gorilla**' deck.

→ Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

We are promoting our new deck '**Cute Gorilla**', made of high rebound recycled wood and plastics. We are among the few in the region which produce and sell decks of this type – one of our ways to support sustainability by providing an alternative to fresh wood. Customers will also receive a 10% discount for purchases made during the launch day.

→ Key Benefit

What is the single most important benefit of your offer for your target audience?

Our '**Cute Gorilla**' deck are made of high rebound recycle wood and plastics and for purchase made during the launch date, customers will receive special 10% discount.

→ Problem

What important problem of your target audience is your offer solving?

We are solving the sustainability problem in the skateboard manufacturing line. Most of current skateboard decks are made of wood which may lead to deforestation and habitat loss. By introducing recycled wood and plastics we want to provide an alternative to the end user.

→ Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

During two years development of '**Cute Gorilla**', we work hand in hand with professional skateboarders to make sure the response of the deck as identical in the current market. It produce satisfactory *pop* and flex and provide uniqueness to our line-up. Customers loves us because of excellent quality. We can share skateboarders experienced of using our other products.

→ Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1

- Require an image for **Facebook ad** with file type of **jpg** or **png**. Recommended resolution of at least **1080 x 1080 px** with caption **up to 125 characters**.

Deliverable 2

- Require an image for **Instagram ad** with file type of **jpg** or **png**. Upload the **highest-resolution** image available that meets ratio requirement. Caption up to **125 characters**.

→ Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Professional, fun, excitement.

→ Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy	Get 10% discount for purchase made during launch date.
Social Media	Facebook and Instagram
Other	Image show skateboarder doing tricks using the 'Cute Gorilla' deck.

→ Timeline

Projected timeline

Need to be published on social media **2 weeks before 'Cute Gorilla' launch date on 28 April 2023**

Important dates/deadlines

1st & 2nd week from today – First and second review of image and copy.

3rd week from today – Finalize creative and submit for manager approval.

4th Week from today – Published post to our social media channel.

→ Budget

Amount	\$500
Financial Sources	Marketing account
Notes	Get manager permission to increase budget if needed.



→ Comments and Approval

Contact Name and Title

Elliot Sara, Marketing manager of Sailor Decks

Comments

Large empty rectangular area for comments.

Date

14 March 2023

Signature

Elliot Sara



