

Communication brief

Purpose:

The overall purpose of our company is to provide new businesses with marketing support, advertisement and a spot in the online space. Through our expertise in branding and website construction for both primary and secondary target groups, we can help them grow in the industry.

Premise:

NeoLimer is a company with creativity in mind, wishing to help new businesses from all over the world grow and get their products sold. Not only do we craft websites, but also animated media in the form of web banners, small videos and other advertisement.

Sender:

NeoLimer focuses on meeting the standards of artistic businesses looking to grow and give customers easy access to their products, information and customer support.

Target group:

NeoLimer specializes in the primary group of game developers with a small and or newly started business, but also makes products for the secondary target group, which includes music studios, companies with movie production and other artistic businesses.

Content:

Our products will have varying content depending on the individual business. Typically, an entire website which includes purchase options and informative purposes, as well as meeting SEO and POUR requirements.

From there the customer may want off-site advertisements such as posters and web banners, or they may want animation. Our products are meant to help those businesses grow and get sales.

Media:

Our company creates content for the online media, on and off-site. As for our own website, the company extends to popular social media, such as Youtube and Facebook.

Situation

Some customers, such as Indie game developers, may already know how to code a website, but might not be familiar with certain analysis models, programs or SEO/POUR/CRAP used in the making of one. Some customers may simply not be able to effort our service, as it can be expensive. Noise from competitors would mainly be their level of expertise and experience, though they are also likely to have much higher prices.

Effect:

As a small company, we hope to grow, learn and help other businesses get started as well. Customer amount shall hopefully increase, even if just a few customers a month.



Purpose

What does the sender want to achieve from this communication?



Premise

What is the key message? What is the USP?



Sender

Who is the sender?



Target group

Why this target group? (potential size, buying power, reach)



Content

What information should the communication contain - and what should be left out?



Media

What kind of media should be used (e.g. newspaper, website, cinema, radio, poster, TV etc.)? If not given beforehand – why this/these? What is the connection between the media channels?



Situation

Situation/C-milieu

What helps the communication? What works against it (noise)?



Effect

What is the effect? How and when can you tell if you have succeeded? Use e.g. SMART goals.

Was the purpose fulfilled – and the premise understood by the receiver?