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Creative Brief & Google Analytics

**The Project:** The project is to ultimately create a website that showcases and provides information for the Kinross Sexual Abuse Prevention, an institution working to ensure that women feel they have safe and comforting resources when in troubling and abusive sexual situations. The client/target is ultimately women who are struggling through this sexual abuse and are seeking external guidance and resources, and the website is an effective and convenient way for women to become engaged with the resources that Kinross Sexual Abuse Prevention offers as well as an easy way to get in touch with representatives.

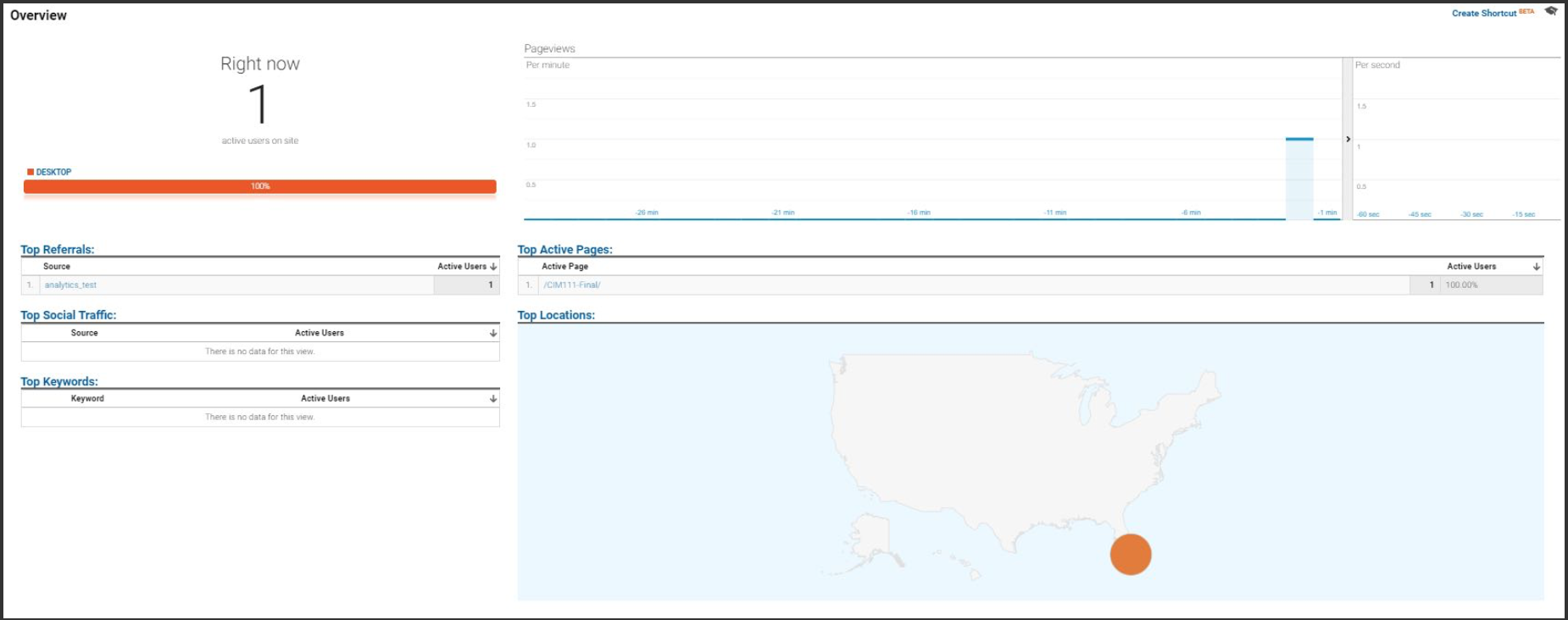
**The Subject:** The target is primarily women who have experienced sexual abuse or sexual assault, as well as those close to women who have experienced sexual abuse or sexual assault. The website should bring awareness to more resources women can reach out to when in these situations, as well as information for how to support the person affected for people who have a loved one going through this emotional trauma.

**The Purpose:** The purpose is to not only call attention to the extreme issue of sexual abuse, but also to offer suggestions for the future in terms of finding solutions and help for the problem. The website should open people’s eyes to the statistics, but also make them feel comfortable and confident speaking to external resources.

**The Creation:** The website needs to include images related to statistics on sexual abuse, resources to help women deal with sexual abuse, counselling centers as well as any information to make people aware of the massive and overall issue of sexual abuse.

**Where it will be Used:** The information that absolutely needs to be included in the website included is statistics about sexual abuse, resources, and people to contact. The target would be females and making them feel comfortable going to recourses about their experiences and opening up in order to get help. The ultimate goal is to make people feel comfortable communicating their issue, by promoting a site that advocates for openness.

**Google Analytics:**

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