

CREATIVE BRIEF

This is a project intended to give general information on the latest supercars / hypercars on the market for anybody looking for that information, presumably car enthusiasts or car collectors, etc.

Strengths for this project include accurate information, professional display and design, and interactive components.

Weaknesses for this project include unprofessional URL, No current audience, and no famous car enthusiasts that can help bring an audience to the page.

Opportunities include eventually expanding the website into a car dealership page, threats include going out of business due to Top Gear, Auto Trader, or other car websites / dealerships that have entire teams with them.

Our current goal for this project is to eventually make it into the “GO TO” place to find information about cars or to buy cars. Our top three objectives for the site are for it to be extremely user friendly, Generate a fan base, and make all of our competitors obsolete.

Our audience hopefully will include young teens who want to learn about cars, car enthusiasts, and wealthy car collectors who enjoy buying cars from our site. At the moment, our audience doesn't know we exist, but if they did, they would think that we were just another car website until we got the correct marketing and shout outs for it.

Our current competition are all the current car pages and car dealerships that already have a large fanbase. The difference between them and us is that they have many years behind them already and have thousands of customers that are already loyal to them as well as very sophisticated websites with great customer service that we cannot provide at the moment.

What my supercar page stands for is superior sophistication, quality, and information. Currently i'm the only person that believes that is what my site stands for, so over time we need to develop them so other people will think that as well. We want the audiences to take away an

unforgettable experience that will make them want to come back and either shop or look at cars all day.

Our current visuals are existing images due to the lack of access I have to supercars and hypercars at the moment.

Details of this project includes having a budget of 50,000\$ and must be completed by December 10th, 2018. One limitation we have is to only stick to super/hyper because if he had started to add every type of car, it would be too much information to keep track of. A future idea I have is to eventually start a car rally based of the website as well as throwing large scale events. Our current timeline for the next 5 years includes having someone famous be the face of our site, dominating all of our competitors, incorporate events and car rally into website, and eventually implement standard sport cars for a larger market.

We would be reporting to the famous car enthusiast that is the face of our page when we get one. He would be approving our work and telling us what we should be adding or what we should be taking off because he would have the best knowledge on what his fan base would want to see.

INSPIRATIONS:

Autoblog.com

Motortrend.com

Topspeed.com

TheCollection.com

Formula1miami.com