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| Dreaming cat Productions  Establishing the Brand |
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## Table of Contents

## Executive Summary

## Situation Analysis

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| --- | --- |
| Product/Service | What are you selling? |
| Unique Selling Proposition | What is your unique selling proposition? And what separates you from your competitors? |
| Best Practices | What are best practices at your company? They could be well-performing marketing channels, buyer personas with a large amount of purchase intent, or campaigns that have generated a lot leads. |
| Marketing Objectives and Performance | What are your current marketing objectives? Did you manage to achieve them? If not, why? |
| Challenges | What are the current challenges that your company (especially your marketing team) is facing? |
| Competitor Analysis | Who are your competitors? How are your competitors performing? |
| SWOT Analysis | |
| Strengths | Weaknesses |
|  |  |
| Opportunities | Threats |
|  |  |

## Target Market

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| Which companies are in your target market?  How can you reach them?  Why would companies in these industries buy your product/service?  Why would companies from these industries refuse to buy your product or service  What are these companies’ current needs? |

## Marketing Objectives

## Brand Guidelines

### Logo

The company does not have a logo. Until a designer can be hired and a logo created, the company name in all caps in Voltaire typeface from Google Fonts will be used.

### Typography

Company Name and Level 1 Headings:

Voltaire All Caps

Level 2 and 3 Headings:

Voltaire Pascal Case

Level 4 Headings:

Body text – Josefin Sans

### Colours

Glossy black, dark theme, plus orange #E7691C

### Brand Voice

### What We’re Good At / Our Buzz Words

* Agile
* Scalable
* Innovative
* Affordable
* Local
* Quick

## Channels

Marketing

### Website

#### Domain Names

Domains can be purchased from Google Domains. Most are $27 CAD/year.

1. Primary domains:
   1. Dreamingcat.productions
      1. Advantages:
         1. Exact company name
         2. Industry domain extension says what this is
      2. Disadvantages of .productions
         1. Long
         2. Not as common as others such as .com, .ca, .co
      3. Recommended Uses
         1. Main website
         2. Main emails
   2. Dreamingcat.co
      1. Advantages
         1. Short domain extension
         2. Easy to spell
         3. Very common domain extension, easy for people to understand
      2. Disadvantages
         1. Not industry specific
         2. Leaves out the “what”
      3. Recommendations
         1. Use as a redirect for website
2. Secondary domains

These can be purchased to avoid other companies or individuals from owning domains that might compete with Dreaming Cat Productions web presence.

* 1. Dreamingcat.studio
  2. Dreamingcat.com
     1. Aftermarket at Google Domains for $3,088
  3. Dreamingcat.video

### YouTube

### LinkedIn

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