



RHINO INVESTMENT GROUP

Client: **ING** Inc.

Version 2 Created on 9/23/2017

Project Delivery Plan

ING Inc. New Branding (Logo, Name, Site)

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Inception Deck

1. Why are we here?

1. The reason we are here is because we are creating a new feel or revamping the image of our client's company. The logo will need to be updated to make it seem more modern. Our client is The ING Group and they are looking to change their look of a lion to a rhino and name to the "Rhino Investment Group".

2. Elevator Pitch

1. The product is an updated branding for our client that is requesting a modern look because it will help with the marketing and sales teams. The new logo should intrigue possible investors into choosing RIG for their financial options.

3. Product Box

1. This my product box for the revamped image of RIG.



RHINO INVESTMENT GROUP

Your source for the best financial advice.

- All access to top financial experts
- We have years of experience
- We listen to what you have to say



2.

4. NOT List

1. The NOT list will require the majority of our time to focus on the creative layout of the logo and the site. Not list will include functionality of the app, delivery message system or API not until the revamping of the feel and look has been completed.

5. Meet your Neighbors

1. This section will include a member of each of the following departments: finance, legal, customer service, marketing, communications, human resources and management.

6. What keeps you up at night?

1. The thought of the functionality of the site not working with the new creatives. Also the thought of the site now rendering well across all platforms.

Company Overview

Goals & Ideals

“My company is ING Inc. and they are looking to rebrand their whole image to the consumer, their goal is to appeal to a wider audience for financial related activities.”

Content Deliver Plan



Personas

Name: John Terry ----- Sara Richardson



Age: 23

Age: 29

Profession. Police Officer – Lawyer

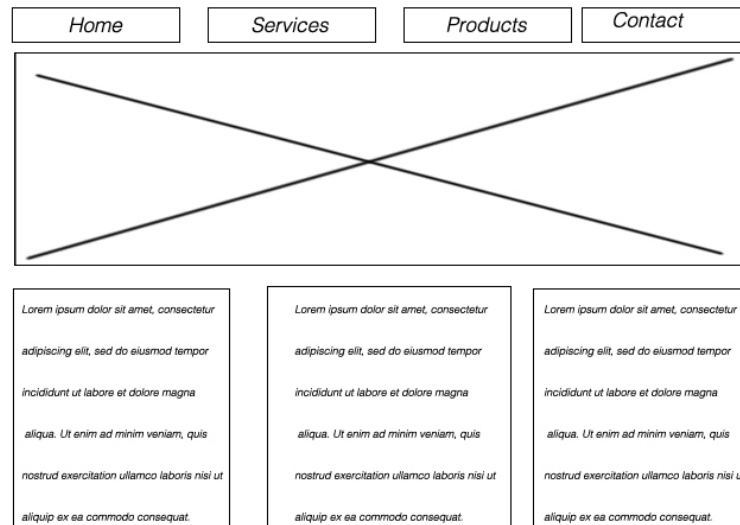
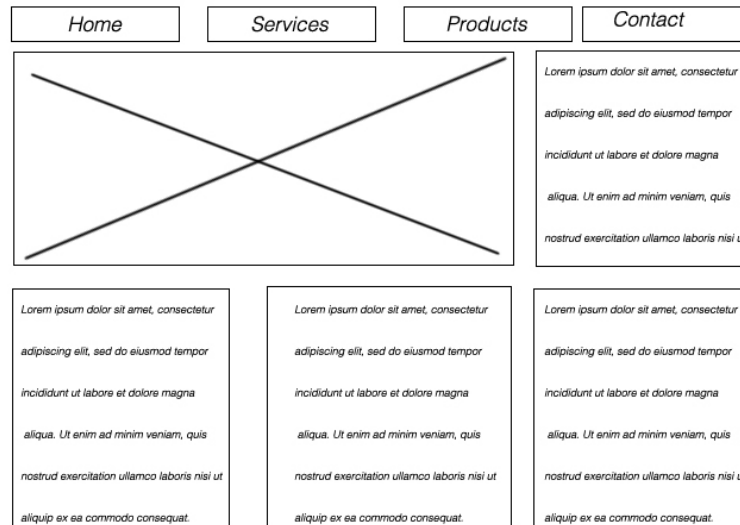
Salary Range. 50K – 60K -- 100K – 150K

Education Level. College – Law School

Ethnicity. Irish - Australian

Household (number of children). 0 - 2

A/B Wireframe Layouts



Final Presentation

Home

Services

Products

Contact



RHINO INVESTMENT GROUP

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SWOT Analysis

****Cannot due analysis because no other students in course****

Stregth

Weakness

Opportunity

Threat