**Creative Brief**

**Client’s Name** (last, first)**: \_\_\_\_\_\_\_\_\_\_\_\_Lu Yang\_\_\_\_\_\_\_\_\_\_**

**Artist’s Name** (last, first)**:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Company Name and Background** |
| What is the company name? What does it do? How did they start?  Not sure about the name. It sells the products that are out the male gaze. It was because when I want to buy some clothes, all of them are forced to designed for the men to think I am sexy and beautiful while I only want clothes that would make me comfortable. |
| **Company’s Mission Statement** |
| A slogan expressing how the company provides value to its customers.  Products for women, being comfortable, not have to be beautiful，  You don’t have to be beautiful, be yourself. |
| **Company’s Vision Statement** |
| A slogan expressing the vision that the company has for itself.  I want an exclusive shop for women and those who don’t want to fit themselves into others ‘ shoes. |
| **Advertisement Objective** |
| What are we trying to achieve with this advertisement campaign? Remember the acronym SMART (Specific, Measurable, Attainable, Relevant, Time-Based)  Finish the website and brand design in three months and attract 1000 followers in social media in a year. |
| **Target Audience** |
| Whom is this ad directed at? Be specific, use what we learned in class about marketing. Include considerations like age, gender, lifestyle, values, interests, marital/parenthood status, etc.  Age: 18-50  Gender: female  Lifestyle: independent  Values: freedom, independent, high self-esteem, feminist  Interests: work out, outdoor exercise, travel,  Parenthood status: first generated |
| **Competition** |
| Who else is offering what we offer to our target audience? What are they doing well?  Lululemon, sports brands,  Concept of sport suits? Comfortable, casual, |
| **USP/Competitive Advantage** |
| What are we doing better than the competition?  We don’t have male gaze aesthetical principles in design |
| **Project Scope and Deliverables** |
| What is it that your client is asking you to create? What deliverables are included in this project, what deliverables are not? **Make this up, you will not actually be creating these things.**  **Clothes and daily necessities that are not fit for male gaze aesthetical principles**  clothes |
| **The Ad’s Message** |
| What are we saying with this ad?  Slogan? You don’t have to be beautiful, be yourself. |
| **Emotion** |
| Which emotion are we trying to evoke in our target audience?  Reject male gaze aesthetics and have our autonomy over our own aesthetic |
| **Call to Action** |
| What are we asking our target audience to do?  Understand our concept and know what they want for their clothes and know what they need to be comfortable. |
| **Creative Considerations** |
| What limitations are in place for this project? List anything that affects your freedom as a designer.  Small group of target customer, hard to stand out with the design and style |