

Brand navn:	Terrible Brand navn ideas:	What's sop
Motto:	Opese Peolse Olpepe Olsepe OPS OSP PSO TriUnity Vibes NexTribe Fusion SOP Innovators What's SOP /Wassop Sopscribe Soppe Olivera Sebpeter Oliseba Vortex OliPetSeb Co. Versatile OPS PetroliSeb Innovations SoliPete Creations BeliveraPete OliPeteSeb Compostables BioPeteSeb EcoSoliPete SebilaPete Organic Fertilizers Sopaman GrimeMingle Gloop Co. SloppyFusion Piss Shit Mismatched MessyCrafts Inc. ClumsyGroove Blunderworks JumbleFumble Chaos Creations FunkyGoo SplatterCo. ClatterBlunder Designs WobbleJumble Innovations QuirkQuake Mismatched Goods BungleCraft UglyWares Ltd.	SoliPete Creations OPS TriUnity Vibes SloppyFusion Fizz Shack :(Sopman

SOPman

MOTTO

“Er dit kode ikke i ét stykke, og er deadlineen ikke til at rykke... så ring til SOPaman

(Se **DET** bringer lykke)”

ROLLER

- Sebie:**
 - Webdesigner
 - Webudvikler
 - Grafisk Designer
 - Video Produktion
- Peter:**
 - Webdesigner
 - Webudvikler
 - Grafisk Designer
 - Video Produktion
- Oliver:**
 - Indian tech support / Webdesigner
 - Webudvikler
 - Grafisk Designer
 - Video Produktion









Kundeservice

20 21 22 23

MASCOT

- BI
- Main look: Bi med kappe på
 - Bystander look: Lille simpelt bi, der flyver rundt omkring vores side.

COMMUNICATION BRIEF

	Purpose What does the sender want to achieve from this communication?
	Premise What is the key message? What is the USP?
	Sender Who is the sender?
	Target group Why this target group? (potential size, buying power, reach)
	Content The "raw material". What actual information should the communication contain? Is there any information that should be left out? How is the information relevant to the target group and why?
	Media What kind of media should be used (e.g. newspaper, website, cinema, radio, poster, TV etc.)? If not given beforehand – why this/these? What is the connection between the media channels?
	Situation What is the ideal user situation? (e.g. are they alone or in groups? where do they receive the communication? etc.)
	Effect What is the effect? How and when can you tell if you have succeeded? Use e.g. SMART goals. Was the purpose fulfilled – and the premise understood by the receiver?

Communication brief:

Purpose:
We seek to create and maintain the greenest possible web solutions.
We want to help people with technical/design/web/video problems, cause we're super

Premise:
Bring a smile to people's faces

Sender:
SOPaman

Target:
People with (web)issues

Content:
Create websites and media content that is sustainable and provide maintance and service.

Media:
Poster, Video and Website

Situation:
Ideally they are massive hobbies and terrible at coding

Effect:
Provide a optimised visually interesting experience for the user, that also runs as green as possible behind the scenes.

