Christopher Gardiner MMP-240

Prof. Rezvani 3/12/18

1: My client is Koneko NYC

2: Their goal is to bring happiness to cat lovers and their stomachs all over NYC, creating a mix.

3: Their target audience are cat lovers and those that are hungry and want a nice, chill eating environment. Also targets younger children who like cats.

4: The personality/tone for their site needs to be something that is colorful and fun. Something that will garner attention.