**PROJECT BRIEF**

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| **CLIENT** | | |
| **PROJECT NAME** | **Brooklyn Outdoor Film Festival Website** | |
| **CLIENT NAME** | Jennifer Viala | |
| **BRAND** | Brooklyn Vibes Events Co. | |
| **PRODUCT** | **Website page** | |
| **NAME** | | **MAILING ADDRESS** |
| **PHONE** | |  |
| **EMAIL** [JenniferViala@gmail.com](mailto:JenniferViala@gmail.com) (online) | |  |
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| **PROJECT | *purpose and opportunity*** | | |
| Client needs to **communicate online** about her festival in order to announce the upcoming showings and take reservations! | | |
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| **OBJECTIVE | *what does the project work to achieve?*** | | |
| Publicize the festival through website. Show information about the festival, the films are showing, and regularly published news or announcements about the festival. | | |
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| **EXTERNAL LINKS | w*hat sites we should link?*** | | |
| City of Brooklyn’s news website - https://www.brooklyndaily.com/  The Brooklyn Bridge Park’s website - https://www.brooklynbridgepark.org/  CM:  Twitter - https://twitter.com/  Instagram - <https://www.instagram.com>  Facebook - https://www.facebook.com/ | | |
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| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
| All ages | | |
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| **ATTITUDE | *style and tone*** | | |
| Friendly and Informative | | |
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| **MESSAGE | *what is the key idea to be remembered?*** | | |
| Shows will be FREE and open to everyone | | |
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| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
| Web site with pre-registration page | | |
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| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
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| **BUDGET** | | |
| 3500 USD | | |
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| **COMMENTS** | | |
| **August 5th to 8th** at **Brooklyn Bridge Park**, , from 6pm to midnight.   We discover awesome films! Absolutely Free for First 5000.  The question – What if the quantity will exceed 5000 ? Registration will close and … ?  What message we should give to people for our excuses.  The **pre-registration page doesn't need to be functional**. It should be a simple page with a form that doesn't actually submit data to a real codebase. | | |
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