Creative Brief

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

The client that hired me works in the music industry. The product/service is a website that continuously updates new top artists in specific genres. Some strengths of this website are that it allows the customer to learn of top artists as well as learn their background and who they came to me. Some weaknesses are that it doesn’t have a lot of artists currently, however once the website gains some supporters there will be more artists added and continuously updated. This website is also very opinionated where some people might not believe that these artists are the best or at the top. An opportunity is that it this client can start to find their own artists and use this website base as a way to bring awareness to new artists that could become popular as well. Some threats are the current websites that list top artists and top musical hits. There is a large competition base for this type of product. There are numerous websites as I said that are competition, but they also allowed us to gather this information to continuously to educate our consumer.

  2. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

This project is a website that keeps music loving people updated on their top artists depending on what genre they prefer. It not only mentions some of the top artists during the time, but also it gives the background on how the artist was first noticed or what they are known for. It is for anyone who enjoys music and listens to it. However, it is more directed towards lovers of EDM, Country, R&B, and Pop as those are the pages this website offers. As mentioned before, the opportunity is that it allows to display the client beliefs of the up and coming artists or popular ones in order to spread awareness to the consumer. This can then be used for brand new artists once the company expands.

3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

Our goal is to keep people updated on new and upcoming artists as well as provide information about these artists. We are doing it to educate music lovers. Our top three objectives are to 1. Educate people on who are popular artists, 2. Allow them to learn their background, and 3. Submit requests on other artists and genre preference.

 4. Audience: Who are we talking to? What do they think of us? Why should they care?

We are talking to any music lovers. This is good because there is a large target market available as everyone listens to music. The variation is huge in regard to music and artists which will allow this website to be popular. They care because they themselves want to be updated on current artists to then find their songs and once again, learn how they were first noticed in this industry.

  5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

Our main competitor would be billboards.com. Billboard is known for their top 100 Charts which specifically gives the consumer top songs and not just the artists. Our website does not have the songs that are currently ranked, we mainly discuss the artist himself. Billboard strength is that they go so much in depth and detail about the top songs currently which allows constant usage from customers. However, their weakness is that they depersonalize the songs and consumers who are true music lovers miss the story and background of the artist themselves. We are different from them due to the fact that we focus on the artist themselves and the path they took to get where they are to be able to be mentioned on this website.

 6. Tone: How should we be communicating? What adjectives describe the feeling or approach?

We are communicating casually and friendly. This is a fun website that hope to educate people on the passions of their music. This should be an easy, enjoyable surf of the web where consumers are happily learning about artists they love. Some adjectives would be friendly, up to date and trendy.

7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

We are discussing the top artists. The words that are developed are the background and story of these artists as well as what genre they fall under. We don’t have specific rankings but all we want is the audience to know that these specific artists have great music within that genre.

 8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

We are picking up existing images as we are just discussing the artists themselves. They are already famous and have hundreds or photographs available. We are illustrating 6 artists per genre that are currently well known.

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

We hope to have this website running globally by 2021, along with global artists. We currently have a limited number of artists and we hope to grow. Some restrictions we have regarding the website is that we want to keep the color scheme and the vibe of this website. It’s important as it creates out image to the consumer. However, we will be continuously adding and updating these artists.

10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?

We are reporting to the public. This website is for the educational purpose of music lovers and those are the people who need to be informed of the progress. As of right now this website is focusing on a fewer number of artists, however we hope to expand it exponentially. We will also report to Pulse Music Group once this website becomes finding new musicians of its own as well.