DRAFT 8.5.15

Creative brief – FORUM app

**Our Audience**

Employees, any and all, who are curious about their organization.

**Our Product**

Forum is a place for fun, anonymous communication at work.

**Our Objective**

Where to go to find out what’s really going on at the office.

**Our Proposition**

Because Forum is anonymous, people can share ideas, speak their minds, and have fun.

**Proof of our Proposition**

Forum is a watercooler for work. A place where people can gather to talk about what’s on their minds. Because it’s anonymous, people can be honest about their raw ideas and honest, unfiltered opinions.

**Tone**

Crisp and clear, warm and relaxed, fun, supportive.

**Style**