**ExEx Audio Website Rebuild**

**Communication Brief**

**Project Summary**

The new website will be a complete update and expansion of the existing site. It will bring the site up to date stylistically, expanding the existing content to include photographs, links, a portfolio, projects, and current information. The primary goal of this is to establish a professional online presence for the studio. The secondary goal is to have an online contact point that is easy to find and use.

**Audience Profile**

The target audience of this website, like that of the studio, is mostly young musicians looking for a place to record music. More specifically, they are looking for a budget studio that is flexible and affordable relative to larger studios in the area. This audience will skew largely male, with a low-to-middle class income, and be relatively computer and online savvy.

The audience will be able to see features of the space and listen to past works produced there on the website. They will also be able to easily contact the studio. The bar for competition in the area is fairly low, so one main goal of the sight will be to look much better than even the higher-end studios’ sites that ExEx competes with. Hipness is a primary goal in this as well.

**Perception**

One risk is that the target audience may perceive ExEx as a project studio, and a primary goal of the new website will be to combat this and make it look as high quality as possible. The current site is very low budget, and will not be difficult to improve upon.

The target audience perception will be achieved through clean and hip site design, as well as comprehensive site architecture.

Professional, high quality, high fidelity, lush, produced, and legit are keywords that will be aimed for in presenting the best audio work on the site as the portfolio. Visually, it should be hip, current, fashionable and appealing, with lots of white space.

**Communication Strategy**

The condensed message that the audience should receive from the new site is a picture of a budget studio with a flexible schedule, that can produce work as impressive as that coming out of a much more expensive studio.

Though specific rates will not be published on the site, emphasis in text content will be on affordability.

Success will be measured through Google analytics, as well as the actual heads coming through the door of the studio and contacts coming through the site.

**Competitive Positioning**

As the goal of the site is to build a better-looking web presence than the competition, the strategy for gaining customers from the competition through this is to then emphasize lower rates and more flexibility than other studios can offer. Currently, no areas of the website can be called successful. The entire site needs an extensive overhaul.

**Targeted Message**

The new ExEx site will impress visually, clearly set the studio apart from its competition small and large, and offer visitors everything they need to learn more and get in touch.