

APRD 3400 ASSIGNMENT 5 – CREATIVE BRIEF

For this assignment you will be working in groups of two or three, using the words drawn in class to brainstorm a hypothetical business/organization based off the words. Teams will need to call upon the design thinking techniques and skills covered in class this semester to brainstorm ideas. Creative teams will fill out this document to outline ideas for the business/organization, as well as showing ways your group used design thinking to develop the ideas.

Deliverables for this assignment include:

- 1- The **creative brief handout** (filled out completely as a group)
- 2- A **reflection of actions** used by the group in applying the design thinking process for organizational ideas. Plan to use at least three activities/exercises from class readings, lectures, discussions, etc. to practice design thinking in your group (each team member submits individual reflection).

CREATIVE BRIEF

A creative brief is a document that helps get all the creative players on the same page for a project. Creative agencies use this information to work out a timeframe and estimate for the work needed to complete the project.

The goal of a brief is to achieve stakeholder alignment on a project before it begins. Briefs are often created by a creative project manager or the organization asking for design services—and not necessarily using an official document but more in the form of random notes. For your assignment, the brief should include what your project is, what your goals are, and general direction for the project.

The information provided in a creative brief should help others form an impression of what the client or project wants to craft to best appeal to the target audiences. Be sure to sum up marketing, advertising, or design project mission, goals, challenges, demographics, messaging, and other key details.

Try not to focus too much on what you want your project to look like, but more on what should be included. Remember you are outlining what you want from this particular project, so be as detailed as possible.

WHAT ARE THE WORDS YOUR TEAM DREW?

Adjective- cute

Noun (thing)- dog

Noun (place)- Kauai, Hawaii

Verb- Jump

BRAND PROFILE

Include details about the brand such as organizational history, how long it has been in business, the size of the company, present positioning, and where you want it to go.

| | |
|--|---|
| What's the name of your organization? | Sky Dogs |
| What is the business? What is the organization's purpose? | Jumping out of a plane with your dog in Hawaii <ul style="list-style-type: none">- skydiving- paragliding- hang gliding |
| What do you do as a company? What products or services are offered? | We offer a thrilling experience with your cute, furry friend. Jump out of a plane. Create lasting memories for you and your best friend |
| What are the long-term business goals? What will the business be or accomplish in 5 or 10 years? | Start with skydiving and expand with paragliding and hang gliding (5 years) Expand in every island in Hawaii (10 years) Expand into every state/across the country (20 years) |
| Any other Info that would be helpful to consider? | We offer training with the dog to get comfortable with skydiving experience We also offer plant supplements to relax the dog while jumping if necessary |

OBJECTIVES

List the behavior change objective(s)/action(s) you want the target audiences to take as a result of your activities. Behavior change objectives clearly and concisely state the intended outcomes of the program. Keep objectives SMART (specific, measurable, attainable, relevant, timebound).

| | |
|--|---------------------------------------|
| CALL TO ACTION: What are you asking the audience to do? | Create a new experience with your pet |
|--|---------------------------------------|

| | |
|--|---------------------------------|
| How does the brand want to be perceived in the marketplace? | Safe and Fun Expert Verified |
| What's the organization's personality? What traits is the business trying to convey? | Fun, Adventurous, Outdoors |
| Who are any competitors, both locally, and nationally? | Skydiving companies |
| What distinguishes this brand from competitors? What characteristics define the brand? | Skydiving with a dog |
| What is it that makes the brand better than its competitors? | Skydiving companies |
| Any other behavioral info/ changes to consider? | |

TARGET AUDIENCE

Describe your audience, and any new audiences you want to target. Give details about age, gender, location, interests, income. Anything you believe is relevant to your business.

| | |
|---|---------------------------------------|
| Who are the customers/ publics/audiences? Who is the brand trying to reach? Who is the brand speaking to? | young adults |
| What sex/gender are the customers? | Both |
| What age(s) are they? | 18-30 |
| Where are customers located? Where do they live? | Hawaii or tourists across the country |
| Are they married, single? Do they have children? Pets? | Single with pets |
| What hobbies/interest do they have? | outdoor activities, thrill seekers |
| What is their socioeconomic status? | Middle class or higher |
| Any other demographic, psychographic, or geographic information about the audience(s)? | |

KEY ELEMENTS/CONTENT

This content should include the key messages you want your activity or material to convey. If the messages should be organized in a certain way (e.g., certain messages presented first or last) you should note that here.

| | |
|--|---|
| What are the fundamental components of the project? | logos on planes |
| TAKEAWAY: What is the key idea to be remembered? | Safe and Fun |
| TAGLINE: copy, key words, theme | a thrilling adventure with your dog |
| Any other key elements or content to consider? | department of recreation <ul style="list-style-type: none">- entertainment?- transportation?- gambling? |
| What design pieces need to be made? | advertisements, logo, business cards |
| List formats/channels that will be used (radio, TV, social media, interpersonal communication, print, etc. | social media: youtube, instagram, tiktok, twitter, |

FURTHERMORE

Include any additional other critical information.

- can also provide a trained dog to sky jump with

What one sentence describes your brand:

- **A recreational business aiming to create thrilling adventures with your furry best friend by jumping out of a plane safely.**

What beliefs and values are important to the brand?

- **safety and fun**

Who are the target audience(s), and how would your customer describe the brand?

- **young adults who enjoy the outdoors and dogs**

What does your company do better than anyone else? What makes your business unique?

- **training dogs to skydive**
- **providing dogs to skydive with**

Creative Brief Write Up: Sky Dogs

Main Concept: Jump out of the sky with a cute dog

Content:

Brand Profile

The proposed company will be named Sky Dogs. Sky Dogs will provide a rare experience to jump into the sky with your cute companion. You and your dog(s) will have the opportunity to jump over Kauai, Hawaii together. This thrilling experience can include skydiving, paragliding, or hang gliding. Jump out of a plane together and create lasting memories for you and your best friend.

Sky Dogs ensures that safety and comfort are the number one priority. Sky Dogs will provide training for you and your dogs before the real jump. If necessary, we offer medicinal supplements to relax the dog or we can provide a dog who is already familiar with the experience. Sky Dogs guarantees safe fun and wants to offer dogs the same fun that humans can experience while skydiving.

Understanding that most pet owners would be concerned about the comfort of their dog, Sky Dogs assures that the real customer is the dog. Sky Dogs caters to the comfort of the dog to make sure every dog is comfortable before jumping into the sky. Skydiving is an experience to be shared. Whether this experience is shared with your personal dog, Sky Dogs's provided dogs, or your human "dogs", Sky Dogs promises a safely exhilarating experience.

Objectives

Sky Dogs is asking the audience to be comfortable with jumping out of a plane with a dog. The brand wants to be perceived as safe, fun, comfortable, and expert verified. The brand does not want to be perceived as careless, inhumane, or unsafe. The goal of the brand is to give the dog a fun experience and entice owners to skydive with the comfort of a companion while bonding with their dog. The organization's personality is fun, cute, adventurous, and outdoorsy. Competitors include tourist skydiving companies and local skydiving locations. While these competitors offer skydiving, paragliding, or hang gliding, none of these competitors offer a sky jump with a dog. Sky Dogs is specific in allowing a dog to jump with the audience.

Target Audience

The target audience are young and active pet owners. The target audience includes dog lovers and safety enthusiasts. The target audience includes both men and women aged 18 to 30. Customers are located in Hawaii or they are tourists from across the country. The target customer is single with pets, and they enjoy outdoors activities, risk sports, and skydiving related activities. The socioeconomic status is middle class or higher. For outreach and influencer marketing purposes, the brand

wants to target audiences attracted to Alex Hayes (youtuber) and FunForLouis (youtuber).

Key Elements

Sky Dogs will require a variety of assets. The company requires planes, parachutes, helmets, property in Hawaii, dog trainers, go-pro/camera equipment, and dogs that enjoy skydiving. Design pieces include logo, website, business cards. Under the Bureau of Labor Statistics, this business could fall under "Scenic and Sightseeing Transportation (NAICS 487) as Sky Dogs provide "same-day return transportation to the point of departure" while transporting for "the purpose of recreation and entertainment". The brand is a recreational business aiming to create thrilling adventures with your cute dog(s) by jumping out of a plane together. The brand believes in safety, fun, comfort, and humane dog care. The target audience is young adults who enjoy the outdoors, risk sports, and dogs. The company is better at training dogs to skydive and provides the unique experience of a dog to skydive alongside the customer. Channels of communication to brand Sky Dogs will include youtube, instagram, tiktok, and billboards.

Revised:

Brand Profile

The proposed company will be named Sky Dogs. Sky Dogs will provide a unique experience to jump out of a plane with your cute dog over Kauai, Hawaii. This thrilling experience can include skydiving, paragliding, or hang gliding. This company is a recreational activity that ensures safety and comfort for all parties involved. Sky Dogs will provide training for dogs before the real jump and will supply medicinal supplements to help relax the dog. If someone's personal pet is uncomfortable with jumping, Sky Dogs offers dogs that are already trained and familiar with sky jumping.

The brand guarantees a fun and safe adventure. Skydiving is an experience to be shared. Whether this experience is shared with your personal dog, Sky Dogs's provided dogs, or your human "dogs", Sky Dogs promises a safely exhilarating experience.

Objectives

Sky Dogs is asking the audience to be comfortable with jumping out of a plane with a dog. The brand wants to be perceived as safe, fun, comfortable, and expert verified. The brand does not want to be perceived as careless, inhumane, or unsafe. The goal of the brand is to entice dog owners to skydive with the comfort of a companion and create a new memorable experience with their dog. The organization's personality is fun, cute, adventurous, and outdoorsy. Competitors include tourist skydiving companies and local skydiving locations. While these

competitors offer skydiving, paragliding, or hang gliding, none of these competitors offer a sky jump with a dog. Sky Dogs is specific in allowing a dog to jump with the audience.

Target Audience

The target audience are young and active pet owners. The target audience includes dog lovers and adventure enthusiasts. The target audience includes both men and women aged 18 to 30. Customers are locals in Hawaii and tourists from across the country. The target customer is single with pets, and they enjoy outdoors activities, risk sports, and skydiving related activities. The socioeconomic status is middle class or higher. For outreach and influencer marketing purposes, the brand wants to target audiences attracted to Alex Hayes (youtuber) and FunForLouis (youtuber) and risk sport athletes.

Key Elements

Sky Dogs will require a variety of assets. The company requires planes, parachutes, helmets, property in Hawaii, dog trainers, go-pro/camera equipment, and dogs. Design pieces include logo, website, business cards. Under the Bureau of Labor Statistics, this business could fall under "Scenic and Sightseeing Transportation (NAICS 487) as Sky Dogs provide "same-day return transportation to the point of departure" while transporting for "the purpose of recreation and entertainment". The brand is a recreational business aiming to create thrilling adventures with cute dog(s) by jumping out of a plane together. The brand believes in safety, fun, comfort, and humane dog care. The target audience is young adults who enjoy the outdoors, risk sports, and dogs. The company is better at training dogs to skydive and provides the unique experience of a dog to skydive alongside the customer. Channels of communication to brand Sky Dogs will include youtube, instagram, tiktok, and billboards.