

PROJECT DETAILS**Background:**

The Greenwich Tent Company provides event tents and flooring for high-end parties and celebrations in New York City, Fairfield, Litchfield, and Westchester Counties. The Greenwich Tent Company is a new company, that recently completed the purchase of Sperry Tents Greenwich, which it continues to run as a subsidiary. The Greenwich Tent Company needs a website that expands upon its new visual identity.

Objective:

To design a beautiful, easy-to-use website that establishes The Greenwich Tent Company as the choice for high-end parties and celebrations for the discerning customer.

Target Audience:

Well-heeled clients and event professionals who are planning high-end parties and celebrations. Their clients generally live in New York City, Fairfield, Litchfield, and Westchester Counties, have worked in finance, banking, or owned their own businesses. Planners and Caterers who refer The Greenwich Tent Company are very well versed in planning large events with clients that are very discerning. Often they are parents of a bride or groom and are in their 50s and 60s.

Message:

The Greenwich Tent Company provides the highest quality products and attentive customer service to discerning special events clients.

Competition:

Stamford Tent is by far the largest and most relevant competition.
Other competition: Northeast Tent, Starr Tent, and Chase Canopy.

Distinguishing Characteristics:

The Greenwich Tent Company is the region's exclusive provider of Sperry sailcloth tents, the only tents that are crafted from real sail material;
The Greenwich Tent Company provides attentive, white-glove level customer service to their clients.

Tone:

- Elegant;
- Refined;
- Distinct;
- Exclusive;
- Nautical