Coding Creative Brief:

1. Background Summary
   a. What is the type? == New line cinema
   b. What is the product or service?
      i. The Lord Of The rings Trilogy (movies)
   c. SWOT
      i. Strengths:
         1. It is an experience of a lifetime.
         2. Epic story about innocence and corruption because of power.
      ii. Weaknesses:
         1. Major time commitment to view all 3 movies.
         2. Limitation: science fiction genre.
      iii. Opportunities:
         1. Only about one third of US population has seen LOTR trilogy.
         2. Interestingly, viewership is even less than the one third.
         3. Most people in the word have not seen Lord Of The Rings.
      iv. Threats:
         1. What is the cost to see the trilogy?
         2. How does the cost compare to other entertainment options?
2. Overview
   a. How to double the number of people that have seen LOTR trilogy.
   b. We are building a website with interesting facts to get people curious and go see the movies.
   c. Increased ticket and merchandise sales in our objective.
   d. Objective is to double the $2.9 Billion revenue generated so far.
   e. AND MOST OF ALL, INFORM!!
3. Drivers
   a. Find insight that will prompt interest from potential viewers.
   b. Doubling viewership globally is our key objective.
      i. Ticket Sales
      ii. Merchandise sales
      iii. Book Sales.
      iv. Fans.
4. Audience
   a. People who have not viewed the trilogy but enjoy science fiction.
   b. Passionate LOTR fans who can get as "brand" ambassadors and help distribute the motivate people to watch it more.
5. Competition:
   a. All fans of entertainment, specifically new movies.
   b. They enjoy the benefit of "novelty" and multi-million dollar marketing companies.
   c. Our Key differentiations are:
      i. Power of the story

  ii. Prove "quality" since hundreds of millions of people have viewed the films.

6. Tone
    a. Should be friendly.
    b. Exciting new information about an old topic.
    c. People should be left with a feeling that they "must" see at least one of the movies - FOMO.

7. Message
    a. Part of our culture that everyone should see
    b. It's never the wrong time to do the right thing - go see the movie.
    c. Audiences should write "SEE LOTR" in the next month or put it on the two do list.

8. Visions:
    a. Lots of exciting imagery.
    b. Pick compelling scenes.
    c. Cool pictures that a sense of relaxation and a want to see more.

9. Details
    a. budget
        i. Production of website = $750k
        ii. Distribute Internet:
            1. FB = $250k
            2. IG = $750k
            3. Google = $750k
            4. Amazon = $750k
            5. Netflix = $750k