# 

# Creative Brief

**Outlines the strategy for a creative project;**

A short brand statement

A brief overview of the campaign’s background and objectives.

Key challenges that the campaign aims to resolve.

Target audience for the campaign.

Chief competitors.

Primary message describing the brand’s values and market positioning.

Communication channels on which the campaign will run.



**BRAND STATEMENT**

Ray-Ban is the global leader in premium eyewear market and by far the best-selling eyewear brand in the world.

**RAY-BAN BACKGROUND**

Ray-Ban is an American-founded Italian brand of luxury sunglasses and eyeglasses created in 1936 by the American company Bausch & Lomb. The brand is known for its Wayfarer and Aviator lines of sunglasses. In 1999, Bausch & Lomb sold the brand to the Italian eyewear conglomerate, Luxottica Group, for a reported US $640 million. My campaign objectives are to increasing consumer awareness of the Ray-Ban brand to its core demographic (males & females 25-39).

**KEY CHALLENGES**

This will help retail stores to sell their product online because of the Covid-19 which make a lot of people scared to go out to shop or buy and this video will help to attract customers from age 25 to 39 to be more interested to buy the product.

**TARGET AUDIENCE**

Male and Female (Age 25-39)

**CHIEF COMPETITORS**

Costa Del Mar, Maui Jim, Oakley and Von Zipper.

**PRIMARY MESSAGE DESCRIBING THE BRAND’S VALUES AND MARKET POSITIONING.**

Timeless style, authenticity and freedom of expression are the core values of Ray-Ban, a leader in sun and prescription eyewear for generations.

* **Product**

Ray-Ban has brought a large range of sunglasses and eyewear to the market. The brand is particularly well known for its aviator sunglasses.

* **Place**

RayBan is the largest brand in Luxxotica’s portfolio which is made up of several brands.

The focus of Luxxotica’s wholesale distribution is customer differentiation, customized service and new sales channels, like large department stores, travel retail and e-commerce, as well as continuous penetration into new markets.

* **Price**

RayBan is a premium brand that is targeted mainly at the high-end segment of the market. Its premium pricing strategy is backed by its market-dominating position and superb quality. The high popularity of the brand also gives it extra bargaining power in terms of pricing.

* **Promotion**

It is a brand that was made popular by celebs from various walks of life including politics and cinema. The brand also engages its audience through promotional campaigns, RayBan also uses other digital channels for promotion including its website and other e-commerce sites. Lastly, social media is also an important marketing and customer engagement channel for RayBan.

**COMMUNICATION CHANNELS ON WHICH THE CAMPAIGN WILL RUN.**

1. **Mobile Communications Channels**

Social Media: Facebook, Instagram

1. **Electronic Communications Channels**

Webpage: https://boyuchee2.wixsite.com/portfolio