

PROJECT 1

# Creative Brief

TEMPLATE

**NAME OF ORGANIZATION:** Cruyff Clothing

**TYPE OF ORGANIZATION:** The client for my organization will be New Zealand football in which I will try and sponsor a new campaign for new sports kits (for football) regionally for junior and senior sports teams. New Zealand football, in other words is basically the driving force behind the association of football in New Zealand. New Zealand football's main service that they offer is they are branch for NZ's football-based sports teams not only internationally but nationally too and serve as the client for the domestic leagues/teams in relation to other junior and senior teams all around New Zealand (aged from 5 years old). NZ sports and fitness clothing companies like Canterbury and Lotto have used New Zealand football as their client to sponsor and make new and improved kits that we see especially junior teams wearing these days. There have been a few campaigns that New Zealand football has launched in order to try and get males and females all around New Zealand to get into football like the 'football in schools' programme where they team up with the '5+ A Day' fruit and vegetables scheme and hold events in different school nationwide like small tournaments, and training sessions in order to get kids more active not only through football, but in a general school setting. However, they don't offer a programme (that I have heard) in which offer/promote the new sports kits (for the NZ brands like lotto and Canterbury) which is an idea that I have got for promoting my brand and getting more customers nationwide to know what our products are and get them purchasing our brand.

**DESIGN OUTPUTS:**

Letterhead/Business card

Clothing/Apparel

Packaging/Bag

**BIG PICTURE:** The increased demand in sports and fitness clothing is driven by the collaboration between sports clothing companies and fashion designers leading to new design styles and the merging of new/certain brands which can be seen in the creation of the Jordan brand in which Nike owns and are directly related to each other (in terms of product quality and material). However, consumers taste, and preferences are always changing in terms of the type of clothing they feel like wearing (particularly due to the different seasons) in which can cause some restraint in the sports and fitness clothing market. To try and counter this though, sports and fitness brands (like Nike, Adidas, Puma, etc) try to add different materials and technology as part of their clothing (like stretching ability, sweat absorption, etc) in order to entice consumers through adaptable (to the different seasons) material clothing in which case consumers will change their preferences for clothing as they can buy one piece of clothing rather than having to buy heaps of different clothing from other stores which is what I think designers need to know about the sports and fitness brand industry in order to develop the best branding.

**UNIQUE PROPOSITION:** The purpose of me making this organization was to honour a great player in footballing history by the name of Johann Cruyff who is well known in the footballing world globally for his famous skill move called the 'Cruyff turn'. I got this idea from one of my favourite brands called 'Jordan', which was created in significance of one of the greatest basketballers of all time named 'Michael Jordan'. Remembering who Cruyff was and recognizing the true greatness of him as an athlete is something, I want consumers to think about when they are purchasing my product, hopefully attracting more attention through the emotional connection that my brand could have with not only consumers but the wider community. The unique selling point of our business will be our sports kits that will be created in differentiation of different sports like football, hockey, and rugby which in contrast to other stores having sports kits for only one sport may be a unique selling point for big sports fans and players in a wider range of sports. However, through this, we will be mainly focussed on the main selling point which is providing the sports kits for junior and senior football teams (male and female) as this was the main purpose of our brand.

**AUDIENCE:** As the amount of people globally indulging in sports and other physical based activity is increasing, this will mean that the target audience for my organization will be males and females aged between 10 to around 25 years old which are the ages where the demand for sports and fitness clothing will most likely increase as they physically may be more active. Around specifically in these age groups, males and females also sometimes like to wear sporty clothing casually to different places like school or just going out in contrast to older males and females who may prefer to wear a bit more formal clothing. Around 10 to 14 years old is where people start to get into their sport and get small amounts of pocket money in which they may be looking to get good clothing at a reasonably low price. At 15 years old, males and females start to get jobs in which they start to get busy and maybe would prefer to wear clothing that could last them throughout the whole day which is where sporty clothing with all their dry-fit technology, sweat absorption, etc. materials can benefit their wants and needs in which the extra disposable income that they earn from their jobs they can use to gain purchasing power at our company and satisfy their needs.

**OBJECTIVE:** The goal of my brand is trying to create unique and quality products that will satisfy the wants and needs of consumers with the fact that I want consumers to have an emotional connection with the brand in remembrance of one of the greatest footballers of all time. I want this emotional connection to stem from a deeper meaning where this Johann Cruyff contributed to how football is played today and how athletes from different sports then and now can see and take example from how a young boy (whose father died at 12 years old) pursued his dream of playing in the big leagues (Ajax national team – Ajax youth ranks at only 10 years old) and then his country - The Netherlands. The goal of this brand is also to not only create a unique product variety, but to also create unique styles that could only be done by this organization and consumers can tell straight away tell from looking at its products from anywhere (electronically or physically), that it's from Cruyff Clothing.

**TONE:** There are several brands that could be related to this brand including the biggest ones like Nike, Adidas, and Puma. The benefit to these brands is that most of their sporty wear has simplistic design however is made out of material that meets the needs of consumers. This is the kind of flow I want my brand to follow in terms of our clothing however to create some uniqueness, simple shapes and colours could attract more attention. I want our brand to be a mixture of serious and casual with the focus being on a more casual brand. When consumers look to buy my brand, I want them to feel like it's a brand they can shop for hours and have fun rather than just coming to shop because they need something. I want our promotional aspects like business cards and our packaging/bags to have a casual and cool kind of vibe to it, one that customers will look at and feel like they must come back and keep shopping in their leisure time. Fun is also something that boosts creativity using different and unique ideas which could stem into new and improved ideas that could help grow the brand. Our brand wants to be dominant to ensure a top place in our market in which we are going to try and promote our brand as much as we can, so we can reach out to our target audience more efficiently in the hope that news will spread around the wider community enticing a larger number of customers to purchase our clothing.

**TIME AND BUDGET:** In total, I would estimate this whole project to take around 150 hours in which I will aim to spend at least 30 hours on completing the different sections of my creative brief. This will mean I will spend at least 2 hours a day before the deadline. My Professional fees: (15\*8) \$120, Contractor cost (120-24): \$96/hr. **\$96** an hour is what I am

going to be expecting to spend on my client.

9:30 - 10:30	Tutorial	Creative Brief Research	\$96/hr
12:00 - 13:00	homework	Creative Brief Research	rate
14:00 - 15:00	homework	Creative Brief Write-up	\$96/hr
16:00 - 17:00	homework	Creative Brief Write-up	rate
17:30 - 18:30	homework	Creative Brief Research	\$96/hr
19:00 - 20:00	homework	Creative Brief Write-up	rate
21:00 - 22:00	homework	Creative Brief Research	\$96/hr
23:00 - 24:00	homework	Creative Brief Proofread	\$96/hr
25:00 - 26:00	hand-in	Creative Brief	rate
27:00 - 28:00	hand-in	Creative Brief	rate
29:00 - 30:00	hand-in	Creative Brief	rate
31:00 - 32:00	hand-in	Creative Brief	rate
33:00 - 34:00	hand-in	Creative Brief	rate
35:00 - 36:00	hand-in	Creative Brief	rate
37:00 - 38:00	hand-in	Creative Brief	rate
39:00 - 40:00	hand-in	Creative Brief	rate
41:00 - 42:00	hand-in	Creative Brief	rate
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97:00 - 98:00	hand-in	Creative Brief	rate
99:00 - 100:00	hand-in	Creative Brief	rate

**RISKS AND CHALLENGES:** One thing that will be particularly hard in this organization is trying to implement that emotional connection that customers have with the brand into the actual clothing that is purchased. The idea of customers buying and wearing a piece of Cruyff clothing and them feeling like they are 'honouring' (Johann) Cruyff is there but creating designs on the clothing that physically symbolise Cruyff and who he was as an athlete would be a challenge. Another challenge that could arise stems from outside the footballing world to people who aren't very big fans of football or sport but who like the sporty clothing. The challenge will be trying to communicate/promote the brand and its inside knowledge to them in a way that could change the way they think about sports and hopefully helpful them to connect with the brand in a more meaningful way. As most other brands that produce sports and fitness clothing have already introduced clothing with all these different kinds of technology like climacool, it would be particularly hard trying to create a big selling point for our clothing and finding unique bits of technology that other sporty clothing doesn't have.

**TAKE AWAY:** Resemblance (basically meaning not only do I want to resemble who I started this brand for – but I want to resemble the values and leadership that this brand builds for its customers and the rest of the market).