

## **Creative brief**

This project is an online store website for my friend's start-up (2 weeks old) apparel line, which are "graphic-designed" hats. The brand name for the hats is "Cable Boy".

This website is for anyone who is interested in purchasing hand-made embroidery hats. The main target market is college students or young people in general.

The purpose of this website is to raise awareness about the existence of the business.

The clients will use this website as a way to explore the different products offered by the brand, find out more about how the business has started and about the founder himself, how the products are made, and how to reach the seller of the hats if they are interested in a displayed product.

The selling price of the hats is \$15 per hat, and \$20 for custom designs. All hats are available for worldwide shipping. New designs are releasing every week.

My friend, Miles Rosengard, who is the founder and owner of the brand, has given me the permission to use the information (pictures, etc.) posted on his social media accounts for my project.

### Online marketing and SEO plan

The audience for the website is located in the United States and in Europe, as the owner of the hats has the ability to ship them anywhere in the U.S. (where he lives), and in Europe (where his family members, friends..) live. The target audience is mainly students (high school, college..), but can also be older people who enjoy wearing these fancy hats (most likely up until the age of 50). The hats are made for both women and men. As can be seen in the ads manager that I have created, the audience selection is fairly broad, meaning that there is not really a specific target audience and anyone could be appealed to the product. However, it is important to note that these hats are designed for people who are mainly interested in embroidery (how these hats are made), hats, shopping and fashion (people who like to keep up with latest trends)

5 portfolios/website that are inspirations:

<http://m2.magesolution.com/ethan/>

<https://wrightwoodfurniture.com/>

<https://victoireboutique.com/collections/all>

<https://www.hatclub.com>

<http://www.craniumfitteds.com>