



TECHNIX (CREATIVE BRIEF)

Client's Name (last, first): Claire Sarcia  
Artist's Name (last, first): Oia Edou

Company Name and Background

What is the company name? What does it do? How did they start?

The company name is TECHNIX, a multinational electronic, telecommunication, and streaming corporation. It manufactures, designs, and markets products such as: smartphones, personal computers, and accessories throughout the globe. The company also offers services to its users: MUSIC, a digital music service that gives access to curated songs from various content creators; and TECH-TV, a streaming service that offers exclusive original content. TECHNIX was founded by two friends in the year 1986. It started off as a common idea: what if people could watch shows in the palms of their hands?

And as such, TECHNIX was born.

Klair was a huge fan of shows and wanted a way to watch it on a portable device.

She also had a degree in electronics and design.

Alec, on the other hand, was a tech-savvy person who happens to also share the same interest as Klair.

He has a degree in computer science and software engineering. Together, they built TECHNIX.

Company's Mission Statement

A slogan expressing how the company provides value to its customers.

To devote its resources to the production of exceptional tech products and services to people with the intent of making life more enjoyable and comfortable.

"Live a life of comfort"

Company's Vision Statement

A slogan expressing the vision that the company has for itself.

To be the symbol of progress and innovation for each and everyone.

"Innovation is progress in the face of tradition."

Advertisement Objective

What are we trying to achieve with this advertisement campaign? Remember the acronym

SMART (Specific, Measurable, Attainable, Relevant, Time-Based)  
SPECIFIC: Increase sales of hardware, software, and service through the production of advertisements (e.g., video ads, billboard stands, social media, and use of sponsorships, SEO services and hosting of events with prizes.  
MEASURABLE: Increase sales of hardware, software, and services by 2,000.  
ATTAINABLE: Use of video ads, social media, automated messages, SEO services, and sponsorships.

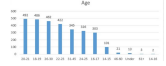
RELEVANT: Make the world more accessible, and more advanced by implementing new and time-tested features to both the products and advertisements.

TIME-BASED: Span of 10 months time.

Target Audience

Whom is this ad directed at? Be specific, use what we learned in class about marketing.

Include considerations like age, gender, ethnicity, values, interests, needs/pain/need status.



Competition

Who else is offering what we offer to our target audience?

What are they doing well?

Apple



Apple products have a sleek, simplistic, and elegant design that is appealing and simple to use.

They also offer a variety of services that many people use for convenience and pleasure.

Samsung



Samsung has a wide range of price brackets for their products, in comparison to apple products, which tends to be a tad more expensive.

As such, many gravitates to the use of Samsung.

USP/Competitive Advantage

What are we doing better than the competition?

• Accessible privileges most phones don't have.

• Wide price ranges.

Project Scope and Deliverables

What is it that your client is asking you to create? What deliverables are included in this project, what deliverables are not? Make this up, you will not actually be creating these things.

Develop new advertisements through:

• Automated E-Mail Messages through subscriptions.

• Website and Digital Designs

• Social Media Marketing Ads (Videos and Sponsorships)

• Events with prizes

• SEO Services

Deliverables that will not be included are:

• Large paper posters

The Ad's Message

What are we saying with this ad?

That our users can live a life of comfort and enjoyment by demonstrating the unique accessibility features and services and beautiful designs.

Emotion

Which emotion are we trying to evoke in our target audience?

Comfort, Pleasure, Excitement

Call to Action

What are we asking our target audience to do?

To pique the interest of our audience and encourage them to purchase our products and services.

Creative Considerations

What limitations are in place for this project?

List any thing that affects your freedom as a designer.

• Must go with trends, but also stand out among them.

• Limited funding / budget. It is a short amount of time.

• Competition with bigger and longer-lasting companies.

