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Creative Brief:

Background Summary: My site is to reach people interested in learning about philosophy and religion. The service is free information and resources to enhance my audience's knowledge of philosophy and religion.

Strengths: Free resources for my audience that will captivate those eager to learn about the topic I discuss.

Weakness: There is a vast array of other resources out there similar to the information I am providing. Relatively new, so it may take time to adjust and learn the market/ audience.

Opportunities: Integration of simplicity, videos and short blogs to help explain hard concepts is a unique value proposition that not many other sites provide. Capturing this will draw website traffic and in turn, create a larger audience for me.

Threats: Younger generation trending to be more liberal and other websites may provide similar services.

However, with the existence of other websites and resources, I am able to use them to my aid and build on top of the foundation set by them.

1. Overview: My website is to help explain philosophical concepts and inform my audience about different religions. In a day and age where it becomes tougher to learn about cultural diversity and different forms a thought, it is beneficial to have a fast and easy resource where one can gain spiritual and intellectual knowledge to help guide them and grow.
2. Drivers: The Goal of this project is to inform as many people as possible about philosophy and thought. My goal is to reach about 10,000 people in a year who are regular visitors to my site. My first objective is to inform. My second is to reach a larger audience. My last objective is to make money to contribute toward my cause of mass information teaching.
3. Audience: Our goal is to reach the younger audience due to their technological fluency but of course we want to reach as many people as possible. I want to create my brand image as intellectual and easy. Somewhere in the realm of Khan academy but for philosophical thought. They would only be gaining

knowledge and resources to help them grow as people and increase their cross-cultural awareness.

4. Competitors: In my case competition would be other sites that have resources similar to mine. However, we have a unique value proposition of free resources and teaching on a diverse subject that incorporates much broader aspects of information than sites who are opinion-oriented and focusing solely on their own opinion.
5. Tone: We would communicate through blogs and posts as well as articles. We want to create a friendly atmosphere and cool vibe.
6. Message: The main message of my site would be that it is important to self educate and use as many resources available to you to achieve that information. With our site, we would be acting as the kind teacher that helps guide our audience toward that enlightenment.
7. Visuals: We are selecting existing visuals due to the main purpose of our site is education on a pre-existing topic.
8. Details: All the basic information on the topics discussed on my website must be published. Future posts will only build and support that information published as well as acting as a news outlet and creative hub for those who are deeply engaged in our subject matter.
9. People: We are reporting to our audience. This means we have to create specific deadlines on new information to be delivered on a constant basis to keep our audience engaged.