

## **Venom Collective Creative Brief**

By Beth Mosch

Venom Collective is a streetwear fashion clothing company. The strengths of the company are the founder, who has a wide variety of skillsets related to content creation and design. A weakness of the company is that it only has a single founder on the team, so the entire company is dependent on one person. Some of the recent opportunities are caused by the coronavirus. Clothing could be made relating to the times we are living in and it would be sold online, so there would be no in-person contact. A threat to the business is also the coronavirus. There have been many job losses caused by the virus and that means people will not have as much money to spend on unnecessary goods. Since the company is a startup, there is currently no data or reports for previous years.

Venom Collective currently designs streetwear clothing and accessories such as t-shirts, hoodies, hats, stickers, and backpacks. These items are being created to have the look and feel of higher-end exclusive streetwear companies at a slightly more affordable price. But, the idea of exclusivity will still come into play. Certain designs will be “limited edition”, so only a certain amount of them will be made and sold to the public. Each piece of clothing or collection of pieces will have a distinct design that shares an important message or value about life.

The goal of Venom Collective is to become a top competitor in the streetwear clothing industry. This will be achieved by having high-quality products, outstanding marketing, and advertising techniques, and a great team to run the business.

The audience for Venom Collective are men and women between the ages of 15-30 years old. Even more so, this clothing will target people who are very trendy and into fashion. It will also target people who are creative, have big dreams, and are working towards them. To target these people we will get people such as artists, influencers, or musicians to wear our clothing. These people should care because of the message and the clothing line up with their own values in life.

The competitors for this company are Supreme, Stussy, Champion, HUF, Undeafated, The Anti Social Social Club, Palace, and Off-White. The message that they are sending their audience is that their pieces are exclusive, high quality, and can be viewed as a status symbol. We are differentiating by putting meaningful messages with our designs so it is more than simply just a logo you are paying for.

Venom should be communicating simply and elegantly. The company can use a few words, but still, send powerful messages. A picture is worth a thousand words, so the designs and pictures the company shares will have the largest impact. Some adjectives to describe the company are smooth, sleek, creative, and stylish.

The overall message of Venom Collective is to follow your passions and dreams in life. If you're doing what you love, everything else will fall in line. This message is conveyed in the designs made by the company and will be part of the company's description and purpose on the website. The brand is geared towards people who are willing to work hard and want to be successful.

The visuals for Venom Collective are all designed by the creator, Beth Mosch. All graphic designs for the clothing are made by her and the photos used of models and other things

were taken by her as well. Photographs include pictures of Miami, because this is where the company is based out of, and pictures of the models wearing the pieces of clothing.

There is currently not a set budget for Venom Collective, but we would want to get an investor or partner to help in the marketing and advertising aspect of the business. The expense for the clothing itself is taken care of through drop shipping, so we only pay for the clothing when it is ordered. Also, a budget of \$10,000 would be necessary to cover legal fees and run a decent ad campaign to kick off the company.

As the founder of Venom Collective, anyone that I decide to add to the team would report to me. All decisions for the company would have to be approved by me before they are initiated. A communication system would be set up to get work done either online (and talking through Zoom Meetings, or an office location would be bought where team members could all go to collaborate with each other.