<u>Creative Brief</u>

Background:

I am designing a website for a new record label based out of Miami, named "E-Productions". They are selling music compositional products including: Music Mixing, In-house recording, and Music mastering. My previous jobs in the music industry have helped me to find and develop the right idea of how to sell their services in a sophisticated format.

Overview:

This website is going to be a basic landing page with several other pages proving basic information on the company and services provided. This will be draft 1 and include limited features until an API system is onboard to format the booking online features in. We need to set up this site so new clients can find out information and verify the legitimacy of the company we are designing for.

Drivers:

Our goal for this project is to drive a high amount of local traffic into this site in order to promote sales and revenue for the business. We are trying to achieve at least a 25% increase in phone and email bookings within the month of the new site launching. Our three main objectives include: Attraction, retention, and increased sales.

Audience:

The audience and target group for this project is pretty straight forward, we are looking to retain local musicians who are independent from a record label. Preferably ages (20-45), based on income level, and drive. This site should peek their interest as an advanced and sophisticated new recording label, proving state of the art service. The audience should already have a good reputation on the label have delivered substantial service already.

Competition:

The competition for the company we represent is small recording studios based around Miami, some of which have grammy award winning staff. We are able to compete with them as they have mostly out dated equipment and low retention levels from their clients. Most clients are now looking for on-demand services in which the company we represent can supply, increasing retention level. On the other side, they are advertising themselves with the Grammys awards hanging behind them. E-Productions is currently screening applicants with the same award behind them and the site will be updated as soon as the contract is signed.

Tone:

We want to be able to convey with our audience that the equipment of E-productions is brand new and state of the art. We can do this with our site making it look sleek and adding animations that most of our competitors don't have. We're also using a certain color of gold that has been focus group tested to make the site looks new and wealthy. The adjectives will be using all revolve around "new and shiny", for example, "state of the art" and "unique".

Message:

As previously stated we want to be able to convey a message of superiority through advancement in technology. We want to be able to show our clients that there sound will be unmatchable to others. The words are not developed by the business but we will provide them through meticulous research and focus groups. The goal is to drive the audience to their first recording session through pictures of new equipment and sophisticated language. Focusing the client on what's important to their music.

Visuals:

We want to start with a classic black background as research shows most of the population can focus better with a black background. Also implementing red and gold on the black, helps to stand out key words to drive clients through the door. We are not creating original images but rather picking images that stand out and show case new shiny equipment being used in a sophisticated setting. We chose to do this to leave a sense of mystery to the client, making them want to come in even more.

Details:

Mandatory information was given to me by E-productions. This information includes background on the Head engineer in the studio, as well as pricing and services. They had a pre conceived idea of a sophisticated look to their site that includes new technology. I guided the client to choosing the right colors and fonts to bring his idea to life.
TimeLine: 2 weeks from final meeting
Budget: $2000 For creation and development(Including: Domain)/ $5000 for online marketing campaigns.

People:

We are reporting to and were hired by the President of the company. Although, we only report to on a 3- day basis to the head engineer and manager of the current studio. The president will be informed once the project is done and he will give the final approval of the work. We also signed a contract stating a 25% advance for the work and the 75% will be delivered once the work is approved and no final revisions are needed.