AI-Creative Assistant Brief



# Background:

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EcoWorx is a new and innovative company founded in 2022 with a mission to promote eco-friendly solutions for modern-day problems. Their goal is to provide sustainable alternatives to traditional products that often harm the environment. EcoWorx sells a variety of products, from biodegradable packaging materials to eco-friendly cleaning products, and even reusable water bottles made from recycled plastic. The company was started by a group of environmentally conscious entrepreneurs who wanted to make a positive impact on the planet while also promoting responsible consumption.

# Objective:

Objective:  
  
The primary objective of EcoWorx is to create a world where sustainability is at the forefront of every decision-making process, and provide access to affordable and eco-friendly products.

# Target Audience:

Target Audience:   
  
EcoWorx's target audience is environmentally-conscious consumers, ranging from individuals to businesses. EcoWorx aims to make sustainability accessible and achievable for all by providing eco-friendly solutions at an affordable price.

# Brand Guidelines:

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EcoWorx strives to promote a message of sustainability, responsibility, and innovation. The brand's voice and image should embody these values and reflect the company's mission to save the environment while also providing practical solutions.