Creative Brief

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For (Company): Hotelsure & Cancelsure

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Project Summary:

Brand and logo design for Hotelsure and Cancelsure (they are a family) leading to the design of application forms for the respective schemes, and then individual websites for each.

The logos could perhaps be given the appearance that they come from the same stable as World First so there is some group synergy across the brands. Also refer to Guest First, which is our other scheme and next on the list to re-design the forms.

Target Audience:

The current audience are quite elderly due to the nature of the cover so the forms needs to be clear and consise and very “readable”. Hotelsure for example is used by some clients who are partially sighted so we either need to consider that in the design, or provide a “larger” version on request.

Key Messages:

Martin Dorey will write the copy. The main thrust for Hotelsure is that there are no age restrictions, no health restrictions and that it protects your holiday if illness forces you to cancel.

For cancelsure, the thrust is similar, and at present the scheme is used by elderly persons going on basket weaving course at the womans institute. Our marketing will drive more mainstream courses for a younger middle aged market, such as cookery courses and any type of course where you would lose money if you cancelled.

Key Benefits:

You wont lose money if you cancel or cut short your holiday or course.

Background/Competitive Positioning:

There isn’t really any completion for these schemes. The previous owners had built a reputation and have a lot of repeat business. But the potential is much bigger!!

Communication Strategy:

I think this will all come from the work with Martin Dorey. We will be including prominent telephone numbers and calls to action driving people to call or apply online. We also want to start cross-selling to World First.

Desired Message Tone:

Approachable, trusting, reliable, family business with great customer service.

Project Timeline:

ASAP as we are two months behind and need to get the new forms printed and distributed.

Anticipated Budget:

TBD

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Other:

Add any key information not covered by the previous items.

Prepared by   
(Company Representative):

Date:

Accepted by:

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Title:

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