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Creative Brief

1. Background summary
   1. The client for this project are male students graduating high school or in college. The service we will be providing information on how to be a “bro.” The strengths of this project is that there are a lot of people who identify as a “bro” amongst young men. This portfolio will appeal to them. The weaknesses of this is that it hard to get exposure to these people, and many of them will not take the portfolio seriously. There are a few other media outlets on the internet that provide similar information. These sites such as BroBible and Barstool tend to be very popular among young men in college.
2. Overview
   1. The project is to design a website that will give young men information on how to be a “bro.” Many young men in college try to fit in to a norm or stereo type and this website will help them accomplish that. The opportunity in this is to gain a large following of young men, and to eventually make a profit from it. Advertising, selling personal information, and premium access to exclusive content. Once we have a religious following, we can continue to create content and eventually bring in influencers to help grow the brand further.
3. Drivers
   1. The goal for this project is to appeal to the masses of young men who live a similar lifestyle while in college. The site is trying to achieve popularity, then a way to make money. The top three objectives of this are to gain popularity, have a religious following, and make money.
4. Audience
   1. We are talking to men ages 17-24 typically in college or end of high school. The goal is to get these people to think of us the same way they think about their favorite accounts on Instagram. A place for entertainment and information that they need.
5. Competitors
   1. Our main competition is BroBible and Barstool Sports. These two companies have a monopoly on college aged men that identify with “bro” culture. What differentiates us from them is that they strictly provide content in the form of videos and blogs. They do not give advice and useful information on how to enhance your life. These men will come to us for this information that they value. As well as entertainment, we provide information. This is the biggest weakness of our competitor. The biggest strength is the network and established influence they have.
6. Tone
   1. We should be communicating in a humorous way, but with a serious intention. Young men love humor, and humor is proven to be a very effective marketing tool. Funny content is always attractive, and even better it creates culture. We want our followers to be living the lifestyle we create for them.
7. Message
   1. Our message is clear. Come to our site and look at the content we offer. Its audience will know it is form them, and those that don’t like our content will not bother with the site. We want audiences to understand that our site is a great place to receive entertainment and information on a lifestyle they identify with.
8. Visuals
   1. Visuals are very important for our audience. Many of the initial images will be images from the internet that we did not take. Once there is a following we will allow our audience to submit photos so our content is almost all user created. As well as photos we will develop into having videos on the site. This will incentivize our audience to submit content in exchange for being featured on a site with potentially thousands of viewers. We will gather photos that reflect the content we are writing about. This will all come from our users.
9. Details
   1. Information that needs to be included is an overview of what the site is about. Quality photos need to be there to serve as a visual aid. Budget is extremely low because all our content is self-created or user created. It would be good to have creative meetings once a week to outline parameters and goals for each week. Keeping content up to date and relevant is extremely important.
10. People
    1. This website will be run completely by the creators allowing for full control of content to come from the original creators. This will allow for more content to be released without having to cater to anyone. This will keep the authenticity of the site alive and allow for success.

5 Website that serve as inspiration

1. Barstoolsports.com
2. BroBible
3. Fullsend.com
4. Wired.com
5. Totalfratmove.com