

**PROJECT BRIEF**

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| **Client:** | Homeboy Café Whisky | **Date Issued:** | 27/04/2022 |
| **Project Name:** | Research | **Author:** | SellMedia Africa |
| **Project Number:** |  |
| **BUSINESS CASE SUMMARY (PROJECT BACKGROUND)** | | | |
| Home Boyz Cafe-Whisky is a Nigerian-based brand manufactured by V-MARTINS an alcoholic beverage known and adored by whisky lovers for its velvety taste and infused with dark roasted coffee beans and natural honey. | | | |
| **THE BRIEF**  Come up with a comprehensive research survey to give a concrete direction to create visibility and acceptance for Homeboyz café whisky. | | | |

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| **WHAT IS THE CHALLENGE** |
| *What is/are the current/ latent issues faced by the business/brand that need to be resolved?* |
| They are not top of mind amongst distributors  Difficulty penetrating the T.A (consumer)  Not visible in the market place  Lacks brand positioning |
| **WHAT ARE THE OBJECTIVES** |
| *What do we want to achieve with this campaign/project? (Eg- Awareness, Trial, Increase usage, Perceptual change, Emotional Bonding e.t.c)* |
| Awareness  Positioning  Brand Usage  Acceptance |

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| **TARGET CONSUMER/CUSTOMER** |
| *Who they are, age grouping, where do they live, what do we know about them in relation to the brand/ category, what are their desires/ motivations and any other relevant information?* |
| Primary Target- Male 18-35  Secondary Target- The Young at heart  Demographics- C, D, E |

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| **EXPECTED OUTCOMES** |
| *What are the required outcomes at the end of this campaign/ project?* |
| To have a detailed research survey to help in brand positioning and to develop a solid communication campaign for Homeboyz.   |  | | --- | | LOCATION: Lagos State and Ogun State | |