**Creative Brief**

Contact Details:

**Koh Hong Wei U1820648K**

**Tan Pin Liang U1820439J**

**Sheryl Teo Swe Zen U1822202B**

**Belinda Kong Fan Hui U1821771A**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Contents

[Website Links 2](#_Toc56347228)

[About Write Wan 2](#_Toc56347229)

[Target Audience 2](#_Toc56347230)

[Goals of New Site 2](#_Toc56347231)

[Competitors or sites you like 3](#_Toc56347232)

[Look & Feel 4](#_Toc56347233)

[Font Styles: 4](#_Toc56347234)

[Colour Theme: 4](#_Toc56347235)

[Technical Features & Requirements 4](#_Toc56347236)

[In-House Requirements 4](#_Toc56347237)

[Content 5](#_Toc56347238)

[Home Page 5](#_Toc56347239)

[About Page 5](#_Toc56347240)

[Service Landing Page 5](#_Toc56347241)

[Services 6](#_Toc56347242)

[Portfolio 6](#_Toc56347243)

[Case Study 6](#_Toc56347244)

[Privacy Policy 6](#_Toc56347245)

[Contact Us 6](#_Toc56347246)

# Website Links

<http://writewan.company/index.html>

<http://writewan.company/about.html>

<http://writewan.company/services.html>

<http://writewan.company/service-landingpageoptimization.html>

<http://writewan.company/service-websitecopywriting.html>

<http://writewan.company/service-contentmarketing.html>

<http://writewan.company/service-brandcopywriting.html>

<http://writewan.company/service-emailmarketing.html>

<http://writewan.company/portfolio.html>

<http://writewan.company/contact.html>

<http://writewan.company/privacy.html>

<http://writewan.company/casestudy.html>

# About Write Wan

Write Wan is a start-up copywriting company that provides various copywriting services. Write Wan aims to help businesses to engage and promote better to customers by composing the best content and copy as possible. With a range of collaborations with different brands, Write Wan is confident that their experience will help to elevate their customers’ business with 6 services to choose from. Write Wan aims to work even harder to be one of the best leading copywriting company in the Singapore.

# Target Audience

* Business who wish to revamp their website
* Influencers who are looking for a good write up for their social media posts
* Business launching new marketing campaigns
* Major private corporations, public companies
* Start-ups, small and mid-size enterprises
* Digital agencies
* Knowledgeable marketers

# Goals of New Site

* Provide copywriting services for business and individuals in Singapore
* Generate lead and brand awareness
* Engage users through various call-for-action and engage them to use Write Wan’s copywriting services

# Competitors or sites you like

[Speech Silver](https://speechsilver.com/)

Pros:

1. The website uses sleek design layouts and unique icons.
2. The website has a fair bit of call to action between pages that engages users to subscribe to their newsletter.
3. They included a wide range of their past projects on their portfolio page which could help to build trust and showcase their capability to their customers.

Cons:

1. The website does not contain any drop-down buttons that leads the users to the other subpages (eg: the different types of services). This will require users to navigate through pages before getting to the page or information that they are looking for.
2. The website has a “client” page showcasing all of its past clients from A-Z. It could be elaborated by including pictures and features or what they did for them instead of just listing down the company names.
3. Does not have strong call to action (CTA).
4. Hero image not related to the company's nature of business.
5. Portfolio page that does not attract visitors to click and find out more.
6. Offers too many services that looks similar in the eyes of clients who are not knowledgeable in copywriting.

[Michal Eisikowitz](https://michaleisikowitz.com/)

Pros:

1. The website has great color combination that complements each other.
2. The website contains attractive user interaction such as slider and hover effects.
3. The website’s footer contains direct links for users to get in touch with the company such as through mail and LinkedIn. They also included a mini form for users to enter their particulars which we thought was fast-free and user-interactive.
4. Focused on benefits she offers and follow with immediate CTA.
5. Breakdown the customer segments she works with.
6. Combines her personality into her brand.
7. Offers ample social proof supported with statistics.
8. Use of typography that captures and retain reader's attention.

Cons:

1. Page is not as responsive. When minimizing the window, the logo and header shifts which causes it to disappear to the sides of the page.
2. Their “Pricing guide for copywriters” page used plenty of different colors which could be messy and a little too over whelming for the customers.
3. The website cramped all of their services into one page. There were no separate pages to explain the individual services that they provide. There might be a lack of information for the services if the customers wish to find out more from the website.

# Look & Feel

1. The website was created to give a soft look to show that we understand and empathies from the customers’ point of view. It will also allow us to gain trust from the customer, and therefore engage us to help them with our copywriting services.
2. The copywriting of our website is written from the customers point of view. We included terms such as “This is about you”, “Does this sound like you?” to emphasis that we are standing with the customers and the services that we provide will be based on what the customers want and their needs to improve the business.
3. Write Wan wants our customers to know that we are confident in helping them, our content includes many marketing problems and goals that our customer can relate to. Our copywriting supports our brand message of "Hey, look no further because you've came to the right place.".

## Font Styles:

* Playfair Display
* Open Sans

## Colour Theme:

#FFA39E

#4D504A

#5C7669

#FFFFFF

#757B66

#F2F3F0

# Technical Features & Requirements

* Compressed and minified CSS
* Naming images via SEO guideline and putting alt text for images
* Installation of google analytics
* SEF friendly URL
* Meta title and description in web page
* Simple hierarchical site structure
* Data submission to be secure and free from data leaks
* Responsive Typography

# In-House Requirements

* To develop a full-fledged website with a minimum of 12 pages by a team of 4.
* To be mobile responsive
* To be browser-friendly for IE, Firefox, Safari, and Chrome
* Original Web Copywriting Content
* The use of Bootstrap framework and jQuery framework is allowed
* SEO optimization of title and meta description is required
* Favicon is required
* Google analytic is required to be installed
* The website is required to be uploaded online
* Copyright at footer is required
* Contact Form is required
* Privacy Policy page is required

# Content

The purpose of designing Write Wan’s webpage is to provide information on the copywriting services that they offer. It also aims to engage the customers to use its services with the various user-interactions implemented on the website. The website uses green and pink colors to symbolize money and growth within the company and passion, sensitivity and sympathy towards its customers respectively. The website aims to provide the best copywriting services put together by competent members of the team.

## Home Page

The Home Page is where the user forms his/her first impression of Write Wan. Keeping it concise and personalized is the way to persuade a potential customer without being too overboard. This explains the key sections in the home page (Choose your business doppelganger & How's your story going to end?). They are strategically placed at the start and end of the home page to capture the attention of the site visitors just when they enter and/or exit the page.

This page is able to effectively introduce to the site visitor what a great copywriting company like Write Wan can provide for them and the types of services available to counter the various issues they may have with their business.

To further persuade them, the home page also proudly displays (with a carousel) the 154 businesses that the Write Wan has helped. This can give the site visitor a stronger sense of security and therefore would potentially engage Write Wan's copywriting services.

Call-to-action buttons can be seen in almost every section to lead the potential customer to the company’s contact page, services page, and portfolio page, where they can find out more about what the company has to offer.

## About Page

A get-to-know page where clients are able to know more about the four founders of Write Wan. This page shows the founders' commitment towards their clients and are ready to work harmoniously together to tackle each project.  It also provides Write Wan's professional working ethnics in order to influence potential clients to click on the "Schedule Call Now" button and engage their business with Write Wan.

Past client's testimonial is shown as it strengthens Write Wan's credibility, gain customer trust and encourage future clients to interact with the company.

## Service Landing Page

The Service Landing Page acts like a home page to the other six services that Write Wan offers. This page contains a summary of what copywriting is as well as a brief summary of the six services. Users would be able to navigate to the other six services from the Service Landing Page. This page uses a passive tone to show that we understand how the customers feel which will allow them to trust us and utilize our services.

This page contains call-to-action that will lead the customers to fill in the contact form so that we can reach out to them. All buttons and cards on this page contains hover effect to create a better user-experience for the customers.

## Services

There is a total of 5 service pages and a dummy page.

The service pages consist of useful and latest techniques that Write Wan provides in order to improve their clients' sales rates. From project research to finalizing the campaign, Write Wan is determined to provide the best solution for their clients while solving their pain point. Every services pages also include reviews from previous clients which will help to gain customer’s trust and attract more potential customers to engage with Write Wan's services.

The five service pages are as follows:

* Landing Page Optimization
* Website Copywriting
* Brand Copywriting
* Email marketing
* Copywriting solutions

## Portfolio

Displays past works done for clients. Images related to the client's company or their marketing campaign are displayed and aligned in orderly manner. All images are interactive when hovered over. Clients can click on the images and will be directed to the works done for the client.

## Case Study

A detailed showcase of the work done for past clients. The client company name is displayed in the header and a testimonial is written below. A bolded caption title emphasizes on the how the past client feels about our work and a button allows visitors to view the live website.

The page follows up with a short background information of the past client company, the problem it faced and solution our company offered. The background information and problem faced segments allow potential clients to identify with them and know that our company has experience with similar client and problems. By displaying the solution we tailored for past client, we want to show potential clients that our company offers the solution that generates the best for them, and only them.

The page ends with a strong call-to-action for potential clients and our confidence to provide them with great results.

## Privacy Policy

Our company's policy on handling customer's private details.

## Contact Us

This page consists of a form for potential customers to fill in. The purpose of this form is to get the customer's contact information as well as their enquiries regarding the services that Write Wan offers. This form will allow us to get to know more about the customers better, which includes their company information, the industry that they are in, their current website and the concerns that they may have. After doing a background research on the information that they have provided, we will then be able to connect and communicate better with them.