CREO MEDIA — WEBSITE DEVELOPMENT BRIEF

A premium, modern, cinematic website for Africa's Creative Powerhouse.

1. PROJECT OVERVIEW

Creo Media is a premium content production and creative agency based in Namibia. We produce high-end cinematic content, manage social media for brands, and run corporate events, activations, and masterclasses.

The new website must reflect our positioning as a world-class African creative powerhouse, with a strong focus on elegance, cinematic visuals, and strategic clarity.

2. CORE OBJECTIVES

• Establish a premium creative agency presence.

• Showcase our strongest video, photography, event, and tourism content.

• Drive high-value client inquiries and bookings.

• Highlight sub-brands such as Savannah Weddings, Masterclasses, and Ignited Collective.

• Present polished case studies and a filterable portfolio.

• Ensure site is fast, mobile-first, and SEO optimized.

3. WEBSITE STRUCTURE (SITEMAP)

A. Home — Hero banner, showreel, services overview, case studies, logos, testimonials, CTAs.

B. About — Story, philosophy, difference, ecosystem, team, vision.

C. Solutions — Outcome-based marketing & creative solutions.

D. Services — Content, social media, events, training.

E. Portfolio + Case Studies — Filterable categories with detailed pages.

F. Savannah Weddings — Luxury wedding brand page with packages, films, testimonials.

G. Masterclasses — Event info, past highlights, CTAs.

H. Work With Us — Contact form, WhatsApp, FAQs, proposal request.

I. Press & Media — Articles, interviews, podcasts, collaborations.

4. DESIGN DIRECTION

Style: Minimal, elegant, cinematic, modern.

Colors: Black, white, charcoal, warm gold accents.

Typography: Bold headers with clean sans-serif body font.

Imagery: High-resolution cinematic visuals, clean grids, subtle motion.

Overall feel: Confident, premium, modern African creative excellence.

5. FUNCTIONAL REQUIREMENTS

• Fast-loading video hosting (Vimeo Pro or equivalent).

• Portfolio filters + lightbox players.

• Smooth micro-animations.

• Mobile-first responsive design.

• SEO optimization for key sectors (tourism, events, content creation).

• Easy CMS for updates.

• Contact + WhatsApp integration.

6. TIMELINE

Total timeline: 4–6 weeks

• Week 1 — Wireframes & visual direction

• Week 2–3 — Page designs

• Week 4–5 — Development

• Week 6 — Testing, optimisation & launch

7. DELIVERABLES

• Fully responsive website

• All pages as per sitemap

• Editable CMS setup

• Basic SEO implementation

• Speed + security optimisation

• Training for updates

8. PLATFORM

Preferred Platform: Webflow

Reason: Cleaner animations, faster site speed, easier CMS, premium aesthetic.

9. SUCCESS METRICS

The website will be considered successful if it increases:

• High-quality enquiries

• Wedding bookings

• Corporate content projects

• Tourism brand partnerships

• Workshop/masterclass attendance

• Perceived premium value of the Creo brand