**Creative Brief**

**Island Information Technology Consultants (IITC)**

**Company Information**

**Please provide us with a quick "elevator speech" (your business/organization described in 100 words or less):**

Island Information Technology Consultants (IITC) is a woman-owned IT consulting firm providing, and specializing in, information and communications technology support services to the intelligence community and other U.S. government agencies.

**What is the overall goal/objective of the project (generate leads, sell products, provide customer support, etc.)?**

The goal of the new website will be to act as the catalyst for the next phase of the company. There is the potential for a huge project to be awarded next summer which would mean rapid and exponential growth for IITC. The company could grow from 30 current employees to 60-90 total employees in just three months and have the opportunity to reach a national, and in some cases global, audience instead of just a local market. The majority of the workforce in this field now are veterans of the industry but the government is changing the pay grade to an inverted pyramid so there will be a need to attract and recruit younger (and cheaper and less experienced) candidates. The goal of the website will be to attract the millennial generation to the company and its open jobs.

**Describe your target market(s)/audience(s):**

The target market for job postings on the website will be millennials who are recent college graduates or still very early in their careers. The target market for prospective buyers will be the intelligence community and other U.S. government agencies, as well as large competitors and any like-minded companies.

**What is the desired perception of your company?**

At IITC you have the same wealth of knowledge and experience and access to resources that a larger company can provide while getting the personable, hands-on, face-to-face experience you only get with a smaller company.

**How do you define success? What is the role of the website and marketing materials in achieving that success?**

The goal of the new website will be to act as the catalyst for the next phase of the company. There is the potential for the company to grow exponentially next summer pending the federal government awarding a new project to IITC. Success will be defined as filling the 60-90 new job opportunities this contract will provide and IITC being seen as the top IT consulting firm for millennials to work for, not only in the area but in the entire country, because of the work they will be doing, the potential for growth and the benefits offered to all employees.

**What are your primary points of difference (i.e., what makes you different/special and/or the best choice for potential customers)?**

Candidate for Employment: IITC offers its employees a benefits package that goes above and beyond the industry standard, including four weeks of paid vacation a year (in addition to 10 paid federal holidays and the employee’s birthday); up to $6,000 in reimbursement for continuing education; a 100% 401(k) contribution match with immediate vesting, company paid life insurance and health insurance premiums; and a deep respect and understanding for the need for a healthy work/life balance for all of its employees.

Potential Buyers: What differentiates IITC from most small business is an intimate knowledge of the target customer environment and intelligence community; a work force of qualified engineers and consultants with a wide range of security clearances; the ability to partner with a broad cross section of the industry; and the ability to respond quicker than larger companies to meet the needs of the customer. When someone calls IITC, a live person will always answer the phone and a representative of the company is always available to meet with face-to-face.

**Are there any barriers that could negatively impact your audience(s)?**

Larger companies/competitors offer more room for growth and the millennial generation is more likely to leave a job after just a few years than their predecessors without that.

**Who are your primary competitors?**

There are 400-500 small businesses who can be considered competitors, not to mention larger companies like AT&T, Northrop Grumman and Booz Allen Hamilton.

**Project Information**

**What is the one thing we must get right to make this website work for you?**

The new website has to act as the catalyst for the next phase of the company, attracting a younger, less experienced workforce (primarily millennials) to fill the 60-90 open jobs that will need to be filled next summer.

**What aspects of the internal culture/external environment could put this project at risk to fail?**

In terms of potential for growth, more opportunities and a higher salary, larger companies like AT&T, Northrop Grumman and Booz Allen Hamilton will be more attractive to potential candidates. The workforce already knows about these companies and will be drawn to them without any marketing efforts on their part. IITC needs to differentiate itself from these competitors to the millennial generation with their benefits package, including the work/life balance and continuing education reimbursement, so these candidates see IITC as the great first step in their career.

**Who will be involved in this project and what role/authority do they have in this project?**

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**What calls to action will your new site have (e.g., schedule an appointment, free trial, newsletter sign-up, etc.)?**

The primary call to action will be for candidates to apply for jobs. The secondary call to action will be for potential buyers to contact the company for more information.

**Website Information**

**Is there an existing color scheme/palette? If not, what are your preferences and/or shades to avoid?**

A new logo was recently created with a blue and green color scheme (PMS colors will be provided to the MMS design team). Ideally, the homepage main photo will be an artistic graphic combining the palm tree of the IITC logo and the idea that IITC is near Kent Island on the Chesapeake Bay with computers and other IT imagery.

**What are your preferences/likes/dislikes in terms of imagery and visuals? Do you prefer real world or abstract imagery? Are you providing any assets? If so, what purpose will they serve?**

The current imagery on the website does not need to be used. There is no preference for imagery but as a starting point the contracts, career opportunities and technical services pages can use stock imagery while the contact page can use the current nature imagery.

**Are you providing all the necessary copy and content? If not, what are the requirements for creating/editing copy (e.g., tone, volume, SEO, etc.)?**

The current copy on the website can be used but edited as needed. Copy for Technical Services and Contracts needs to be expanded upon and will be provided to MMS. Current career opportunities will also be provided (6-8 will be “standard jobs” while a list of “hot jobs” will rotate as needed).

**If CMS is part of the project what are its requirements (i.e. content types, etc.)?**

N/A

**Miscellaneous/Uncategorized Information**

**Is there anything else relevant to the project?**

* All of the candidates the company has hired up to this point except for one has been a referral. With the new project to be awarded next summer and this new website, that will no longer be the case.
* Content on the website has to be concise at all times, not a dictionary
* Dennis and Matt are the faces of the company; to that end, a bios page with head shots will be created for them and all of company leadership, especially the owner, Patty.
* IITC has good credibility in the space, people know them by name and face; the new website has to be an extension of this
* IITC founded the Small Business Consortium, a group of six like-minded businesses who help each other
* IITC are members of the Chamber of Commerce for Queen Anne’s County and Armed Forces Communications & Electronics Association (AFCEA)
* The fax number can be moved to the footer and removed from all other instances on the website
* The employee login link needs to be included in the header or footer, including for email, payroll, timesheets and clothing purchase.

