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## **Creative Brief**

### **1. Audit**

**Velde is a media platform that informs readers of relevant community about the hiphop community**

#### Background Summary

- Structure
  - Mission: A website that shares content such as music, photography , articles involving the HipHop community.
  - Vision: Aspires to be the number one source for any news involving the HipHop community.
  - Values: To give credit to all creatives following the rights of all artists, visionaries and producers who share their love for HipHop while only using facts.
- Audience
  - Upcoming artist in the music industry
  - Potential Customers
    - Producers on Soundcloud
    - Upcoming rap artists on Soundcloud
    - Musical enthusiasts aged 13- 35
      - read about music releases
      - music critics on youtube
      - attend hiphop concerts such Wireless, Lollapalooza, Coachella and Rolling Loud
    - Demographics include Nigeria, United Kingdom and United States
    - Millennials and Generation Z
- Competitors
  - Complex Magazine, Karen Civil, Genius, Paper Magazine, MTV
  - These website have other media platforms such as an Instagram page or an application which helps them gain high engagement
- External Impediments
  - No investors
  - No social platforms with high engagement
  - Public Perception
    - Visibility
      - Not very well known

- Reputation
  - Non-existent
  - No long term impression
  - No information to be evaluated

## 2. Content

- Rule Of Thirds
  - One third of posts, content promotes hiphop trends
  - One third of posts, content shares ideas and stories from artists
  - One third of posts, content involves personal interactions such interviews
- Objectives
  - Website will promote the music/beats that are created by upcoming artists and producers who have high engagement on Instagram.
  - Website will post images, graphics and videos of specific enablers while citing sources.
  - Website will post content such as hiphop photos that showcase talent from young and aspiring photographers.
  - Website will be inform readers on new content in a timely manner.
- Tone
  - Visually appealing with a clean and sleek design
  - Content takes up most of the pages
  - Clear emphasis on space through out the website
  - Use of casual tone in articles
  - Use of modern lingo that is used by the youth to relate to audience member
- Ways to increase traffic
  - Create an Instagram account that mimics the posts of the website
  - Have a team of writers and photographers at every HipHop event
  - Create campaigns for Facebook and Google to target specific audiences
- List of website inspirations
  - <https://www.complex.com>
  - <https://genius.com>
  - [www.laviemag.com](http://www.laviemag.com)
  - <https://marfajournal.com>
  - <https://www.businessoffashion.com>