# 1. Brand Overview

Company/Organization Name: **MoneyMinder**

Industry/Sector: Financial Technology (FinTech)

Mission Statement: To demystify personal finance and empower individuals to achieve financial wellness through intuitive technology and actionable insights.

Brand History: Founded in 2020 by financial advisor Rachel Chen and UX designer Mark Thompson, who saw a need for a more user-friendly and comprehensive approach to personal finance management.

Core Values: Financial Literacy, User Empowerment, Innovation, Security

Target Audience: Young professionals and families aged 25-45 who want to improve their financial health but find traditional budgeting tools intimidating or tedious.

# 2. Brand Identity

Brand Essence: Your financial ally

Key Attributes to Communicate: User-friendly interface, Comprehensive financial tracking, Smart insights, Secure technology

Emotional Response to Evoke: Confidence, Control, Relief, Optimism

Visual Style Direction: Clean, approachable, with a blend of professional and friendly elements

Brand Voice and Tone: Clear, supportive, jargon-free, and slightly playful

Brand Personality: Knowledgeable, trustworthy, innovative, and encouraging

3. Product/Service Information

Main Offerings:

- Mobile app and desktop software for comprehensive financial management

- NFC-enabled budgeting card linked to the app

- Portable receipt scanner for easy expense tracking

Unique Selling Proposition (USP): An all-in-one financial management ecosystem that simplifies budgeting, provides personalized financial advice, and seamlessly integrates with daily spending habits.

Key Benefits: Easy expense tracking, automated savings plans, personalized financial insights, secure data management

# 4. Market Analysis

Competitors: Traditional banking apps, budgeting software companies, fintech startups

Market Position: Mid-range fintech brand focusing on user-friendly, comprehensive personal finance management

SWOT Analysis:

Strengths: Intuitive user interface, integrated hardware solutions, strong data analysis capabilities

Weaknesses: Newer brand in a crowded market, potential user concerns about financial data sharing

Opportunities: Growing interest in personal finance among millennials, increasing comfort with fintech solutions

Threats: Rapid changes in financial regulations, competition from established financial institutions

# 5. Campaign Briefs (3 options)

### Campaign Option 1

Objective: Launch the MoneyMinder ecosystem, highlighting the seamless integration of app, budgeting card, and receipt scanner

Target Audience: Tech-savvy young professionals aged 25-35 looking to take control of their finances

Key Message: Smart tech for smarter spending

Desired Outcome: Achieve 200,000 app downloads and 50,000 hardware unit sales in the first quarter

Tone and Style: Dynamic, innovative, and slightly edgy

Specific Requirements: Showcase the app interface and hardware integration, emphasize ease of use

### Campaign Option 2

Objective: Promote MoneyMinder's automated savings plans and goal-setting features

Target Audience: Young families aged 30-45 planning for major life expenses (e.g., home buying, education)

Key Message: Turn your financial goals into reality

Desired Outcome: Increase active users of savings features by 75% over six months

Tone and Style: Aspirational, supportive, and family-oriented

Specific Requirements: Feature success stories, showcase how the app helps achieve long-term goals

### Campaign Option 3

Objective: Introduce MoneyMinder's financial education content and personalized advice feature

Target Audience: Recent graduates and young adults aged 22-30 who are new to managing their finances

Key Message: Your journey to financial confidence starts here

Desired Outcome: Increase engagement with educational content by 100% and boost premium subscriptions by 50%

Tone and Style: Friendly, educational, and empowering

Specific Requirements: Highlight bite-sized financial lessons, showcase the personalized advice interface

# 6. Design Requirements

Logo and Branding Guidelines: Develop a logo and comprehensive branding guidelines that reflect the brand's approachable and innovative approach to personal finance

Product Packaging: Create packaging design for the NFC-enabled budgeting card, including the card sleeve and an outer box

Print Deliverables: Design two print items suitable for the chosen campaign

Digital Deliverables: Create two digital items suitable for the chosen campaign

Multipage Layout: Develop an 8+ page layout (printed or digital) suitable for the chosen campaign