The Kiddush Club Creative Brief

# Planning a Site:

* Goals: building online presence
* Challenge is Getting new customers
* Success is more revenue and more customers.
* We are full service caterers. From small personal orders, to big events, and everything in between.

# Customers:

Everyone that has a decent budget for catering.

We are the best solution for their problem(they need a caterer because We offer delicious American style food with American service, along with the top hashgacha in the world

# Analyze the Market

* Glattcooking.com- great website. Looking for a more

# Core Values

* **Culture:** I am:
  + Professional
  + American
* **My Ideal Customer is:**
  + Likes to spend on good food
  + Likes to spend on good service
* **Emotional Benefits:**
  + Taken care of
  + full
* **Tangible Impact:**
  + Easy to work with
  + Enhancing their shabbos/simcha
  + Taking away lots of stress
* **Unique Value:**
  + Easy to use
  + Good tasting food
  + Best hechsher

# Define the Brand

* American, likes to spend on food and sevice, taken care of, enhance shabbos, great tasting food.
* Summary: The Kiddush Club provides full service catering to customers who want quality American service and delicious food in a professional atmosphere, with a top hechsher; helping them feel taken care of and stress free.