DMS Creative Brief

Brand Name:

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| GreenDress |

Who’s your primary target? Secondary?

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| **Primary Target**  Age: 20 to 40  Gender: Female  Marital status: Single  Income level: $18 to 50k  Occupation: Student, entry-level office job  Where he/she lives: Ottawa.  Core beliefs: Live a frugal life.  Values: Environmentally and financially aware.  Personality: Someone who is health conscious, conservative with their spending and Eco friendly.  Favourite books/shows/podcasts/blogs: Netflix  Role models or favourite media personalities: NA  Conferences or events has he/she has attended or plans to attend: Art Shows, Environmental Fairs.  Communities he/she is part of: Ottawa  Hobbies: Cooking and Wine testing, Art and Crafts, Camping.  Guilty pleasures: Expensive bottle of wine.  Brands he/she loves: Guess, Dolce & Gabana, Gucci – cannot afford new, so on the hunt for second hand  Answer as it relates to your product/service:  Challenges (internal – feelings/emotions/beliefs): Buying new clothes is expensive and bad for the environment. By producing new clothes and shoes and disposing them not only damages the earth or our health but also workers who works on the factories are affected same way health wise, financially and mentally.  Challenges (external – ie. time/money/location): Saves time, saves money offers the convenience of home delivery.  Name your target: ie. Jane  Create a short descriptor for him/her: Well-dressed frugal shopper.  **Secondary Target**  Age: 40 to 55  Gender: Female  Marital status: Married  Income level: $40 to 80k  Occupation: Any  Where he/she lives: North America  Core beliefs: Live a frugal life, feels responsible for the environment.  Values: Health, Family, Money and Mother Nature.  Personality: Mature, Responsible, Caring and Kind.  Answer as it relates to your product/service:  Challenges (internal – feelings/emotions/beliefs): Trust and satisfaction with the products, having a feeling that spending money on the products are worthy, believing that participating on helping save the environment. Feel bad for the labors who are under paid, mistreated and suffers from health issues while working in the factories.  Challenges (external – ie. time/money/location): Saves time, saves money offers the convenience of home delivery.  Name your target: Mary  Create a short descriptor for him/her: Health and money saver, smart shopper. |

What does your brand help your primary customer achieve / avoid / feel?

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| Achieve: Save money on clothing, help save the environment, save time (online shopping, no commute, less time spent in stores, delivery)  Avoid: Toxic chemicals, harming the environment (car fuel), child labour on new clothing  Feel: Satisfaction that they are doing good for the environment, savings money and time. Connected to nature. Happy and proud to help environment. Relief that they get high quality used clothing and can return anytime, good rapport with business owner. Relationship and community. |

What makes you better/different than your competition?

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| Options of online shopping, collections of variety name brands, home delivery, shopping in their convenient time with individual appointment in this COVID situation. |

What does your brand stand for? *(See below for lists of values, personality traits, and brand archetype reference)*

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| 3-5 core values: Environment, growth, meaningful work, responsibility, service | 3-5 personality traits: Active, confident, knowledgeable, optimistic, empathetic |
| Our core belief:  We believe… that people should be able to afford to dress nicely even on a low budget. We believe that most people, given the choice, would rather make a purchase that helps the environment, than one that harms the environment. | Our higher purpose:  We exist to… help people save money while helping the environment at the same time. |
| Our brand archetype: Caregiver  Because our focus to those customers who wants to fit their clothing on budget and do care for the environment as well. | |

What’s your brand one-liner?

*Formula: Our (unique adjective) (product/service) (what it helps your customer achieve starting with a strong verb) so you can (how it makes his/her life better).*

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| Our quality second-hand clothing helps you save money and save the planet so you can live a stress free life with pride. |

Brand Associations – *Sometimes it’s hard to describe your values or personality, but when you make an association and then explain why you’ve made that choice, it can reveal qualities you’d like to bring to life in your brand.*

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| If your brand where a colour, it would be: Green  Because: Green symbolizes Environmental awareness  If your brand were a celebrity or character, it would be: David Attenborough  Because: He knows better than anyone how fragile planet Earth is and why we all need to be more environmentally conscious.  If your brand were a genre of music, it would be: Reggae  Because: He sent the message of peace and love.  If your brand were a make of car, it would be: Tesla  Because: Tesla symbolizes environmentally friendly behaviour. |

What other brands do you admire? Why? (Can be in any industry – please include links)

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| [TruEarth](https://www.tru.earth/): Environment Friendly, light, handy and very easy to use (detergent).  [Value Village](https://www.valuevillage.com/), [Platos Closet](https://www.platoscloset.com/): Sustainable, low price  [OLA Bamboo](https://olabamboo.com/en/): Sustainable and health conscious (kitchen accessories). |

What logos do you like? What about them do you like? (Can be in any industry – please include links)

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| Roots, Canada Post, RBC, Timberland  [www.Roots.com](http://www.Roots.com) [www.canadapost.ca](http://www.canadapost.ca) [www.rbcroyalbank.com](http://www.rbcroyalbank.com) [www.timberland.com](http://www.timberland.com) |

What, if anything, do you want to avoid as we develop your brand identity?

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| Extravagance, wastefulness, discrimination (class, race, religion) |

WHERE YOUR BRAND SHOWS UP:

Which marketing channels are you currently using? How effective are they?

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| Google adwords, Facebook, Facebook marketplace, Instagram, Flyers, Kijiji. Not very effective. |

Where would you typically find your audience online? How do they learn more / search for your product/service?

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| Facebook marketplace. Through marketplace. Google search. |

What marketing method would NOT appeal to your target audience? Why?

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| TV commercials . Because they don’t watch TV now these days. |

Anything else we should know?

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| I would like help with Networking, Local Ottawa Social workers, Organizations, using Linkedin, Instragram, Twitter. |

**ADVISOR COMPLETE THIS FIELD: Advisor’s recommendation for Digital Squad Services:**

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| **Going Digital 101**  **Content Creation Strategy**  **Brand Style Guide**  **Branding Assets (client likes their current logo)**  **Social Media set-up, strategy and posts**  **SEO creation/optimization** |

**REFERENCE:**

Personality Traits:



Values:

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| Authenticity  Achievement  Adventure  Authority  Autonomy  Balance  Beauty  Boldness  Compassion  Challenge  Citizenship  Community | Competency  Contribution  Creativity  Curiosity  Determination  Equality  Environment  Fairness  Faith  Fame  Friendship  Fun | Growth  Happiness  Honesty  Humour  Influence  Inner Harmony  Justice  Kindness  Knowledge  Leadership  Learning  Love | Loyalty  Meaningful Work  Openness  Optimism  Peace  Pleasure  Poise  Popularity  Recognition  Religion  Reputation  Respect | Responsibility  Security  Self-Respect  Service  Spirituality  Stability  Success  Sustainability  Status  Trustworthiness  Wealth  Wisdom |

Archetype:

A screenshot of a cell phone

Description automatically generated