**Creative Brief**

This project is a yacht information and retailer website. The target audience is wealthy people who can afford these boats and need more information on them. This website was made to help people gauge whether they would like to invest in a boat like this. Possible customers need to reach out to the contacts given when they know that this is an investment they would like to pursue. This site will be used by an exclusive population anywhere to help inform potential buyers.

**Background Summary:**

The client is the exclusive population of wealthy individuals looking to invest in a yacht. The product is the yachts on the website and the service is to give potential buyers information. The strengths are the this is a helpful site that allows people to acquire the information they need. The weakness is that the market for this product is select due to the incredibly steep prices. This website has a lot of opportunity for success because of how helpful and it is. A threat is that there are other websites that are very similar to this website with more boats available.

There is existing research, reports and other documents that helped me understand the situation and what would make this website successful.

**Overview:**

This project is a yacht information website that is also a retailer. This is necessary to give people more information on boats and what prices and other things that are essential to buying this product. This product has a good opportunity to be successful due to the information provided and linked websites that also contain information.

**Drivers:**

The goal for this project is to help people decide if a yacht is something they are willing to invest in and a place to actually buy the boat. This website is trying to achieve financial gain along with happy, satisfied customers

The purpose is to provide help and information to those searching for the right yacht My three objectives are to inform, help and provide a perfect product

**Audience:**

This website is talking to the select group of wealthy people looking for a yacht to purchase. The audience thinks of this website a place to contact if any questions arise and to purchase a boat. People should care because this is an efficient website that is dedicated to meeting the needs of the consumer.

**Competitors:**

The competitors are other small business that sells yachts which are actually difficult to find online. They are telling the audience to more technical aspects to the boats that we should we also provide. The strength of the competitor website is that it is easy to navigate and contains a lot of information. The weakness is that the website contains too much that it may be overwhelming to the audience. This website has the opportunity to connect customers to the right people and provide information. A threat to this company is the other websites that are very similar to more publicity.

**Tone**:

The website should communicate simply and allow the individual viewing an easy and pleasant experience. The adjectives that describe the approach would be clean and consist.

**Message:**

We are saying that these boats are readily available and so is information on each boat. This is already developed. We want the audience to be left with the feeling of content with the information received.

**Visuals:**

We are picking up an existing image since all these boats are already sold elsewhere on other similar websites.

**Details:**

This website is open 24/7 for communication and boats are sold specifically in person. We have 5 boat options available from all different companies. We will not tolerate any fake offers. We limit an offer on boat interest to 2 weeks beyond this point we will not reach out.

**People:**

We are reporting to the owner of the company who also approves all work and is informed on progress with the website. we Will contact by email or phone call

**ONLINE MARKETING AND SEO PLAN**

Explain your business rationale and how you are going to reach your target audience?

We will reach out to the customer through exclusive events opportunities and emails only available to the elite. These people will be found by reaching out to the main distributors of the yachts.

google facebook ads that will link to a free brochure to be sent. The keywords we will buy are yacht, tandet, and luxury.

The duration of this campaign will be 2 months and the cost is unknown but estimates over 2 million.