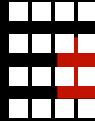


# Shekoufeh Khajinezhadian

## Assignment 2

### CLIENT BRIEF



OBJECTIVES & GOALS
What does the project want to achieve?
gain a very excited customer loyal base
TARGET AUDIENCE
BRAND TARGET   who is the brand's target audience? (include research & findings)
adventure seeking adults and children of all ages who want to know about local historical neighbourhoods in Paris France
PROJECT TARGET   who are we trying to reach with this specific project? (personas)
to gain a recognition of the brand as artistic and historical
VOICE
BRAND PERSONALITY   what characteristics define the brand?
adventurous, willing, curious, life enhancement, one-time opportunity to see something new and to learn about culture and history
PROJECT TONE   what traits are we trying to convey?
be interested in life changing historical knowledge architecture and politics
MESSAGE
THE TAKEAWAY   what is the key idea to be remembered?
gaining a once in a life time perspective to the intricacies of culture and history
TAG LINE   prepared copy, key words, or theme from the client
"C'est Paris. C'est La Vie!"

### CLIENT BRIEF

PROJECT NAME	Paris France City Tour		
CLIENT	Paris France City Tour Company		
BRAND	Paris France City Tour Company		
PRODUCT(S)	8.5 " x 11 " trifold two sided travel brochure will attach		
CONTACT INFORMATION	NAME & TITLE	Rosada Deloren	
	PHONE	612 222 2222	
	EMAIL	rdeloren@parisfrancetours.com	
	MAILING ADDRESS	PO Box 123 Paris, FRANCE	
DATE: August 12 2021		AUTHOR: Angela	
PROJECT OVERVIEW			
PURPOSE   Project Summary			
To create a forward looking design for the city of Paris France			
OBJECTIVES   Goals, Outcomes, Measurable Objectives			
Get people to identify with the art and historical points within Paris France to show tourists around to			
MARKETING GUIDELINES & MATERIALS			
What are the fundamental components of the project?			
budget CAD5000		deadline four days	

OTHER	
Include any additional information critical to the project	
colour that is striking and design that is completely in line with an artists keen eye of the cultural and historical points of interest in Paris France	
COMMENTS AND APPROVAL	
COMMENTS	
Approved	
DATE	SIGNATURE
August 12 2021	R Deloren





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TODAY

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# PARIS

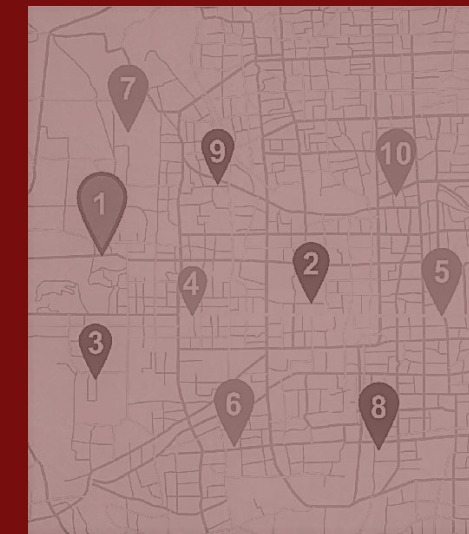
The city of art, fashion, gastronomy and culture

Paris, France's capital,

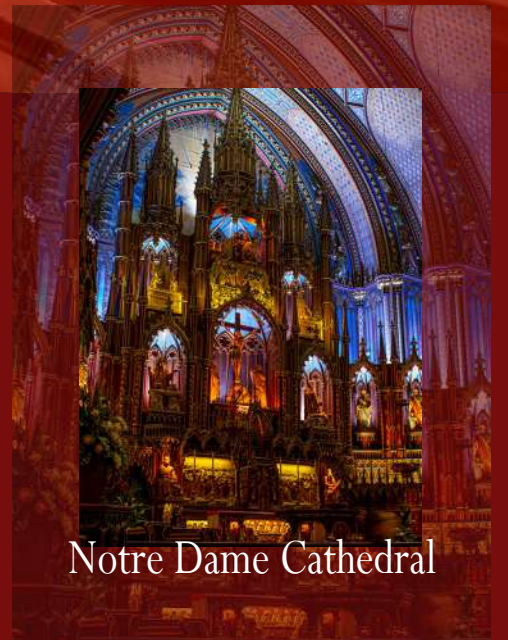
Is a major European city and a global center for art, fashion, gastronomy and culture. Its 19th-century cityscape is crisscrossed by wide boulevards and the River Seine. Beyond such landmarks as the Eiffel Tower and the 12th-century, Gothic Notre-Dame cathedral, the city is known for its cafe culture and designer boutiques along the Rue du Faubourg Saint-Honoré.

Ten the top places in Paris that you can experience with our tour

- 1.The Louvre
- 2.Notre Dame Cathedral
- 3.Eiffel Tower
4. Musee d'Orsay
- 5.The Sorbonne and the Latin Quarter
6. Arc de Triomphe and the champs-Elysees
7. Centre Georges Pompidou
8. Sacre Coeur and Montmartre
9. Boat Tour of the Seine River
10. Pere Lachaise Cemetery



Louvre Museum



Notre Dame Cathedral



## ABOUT US

We are an independently owned full service travel agency .  
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# PARIS



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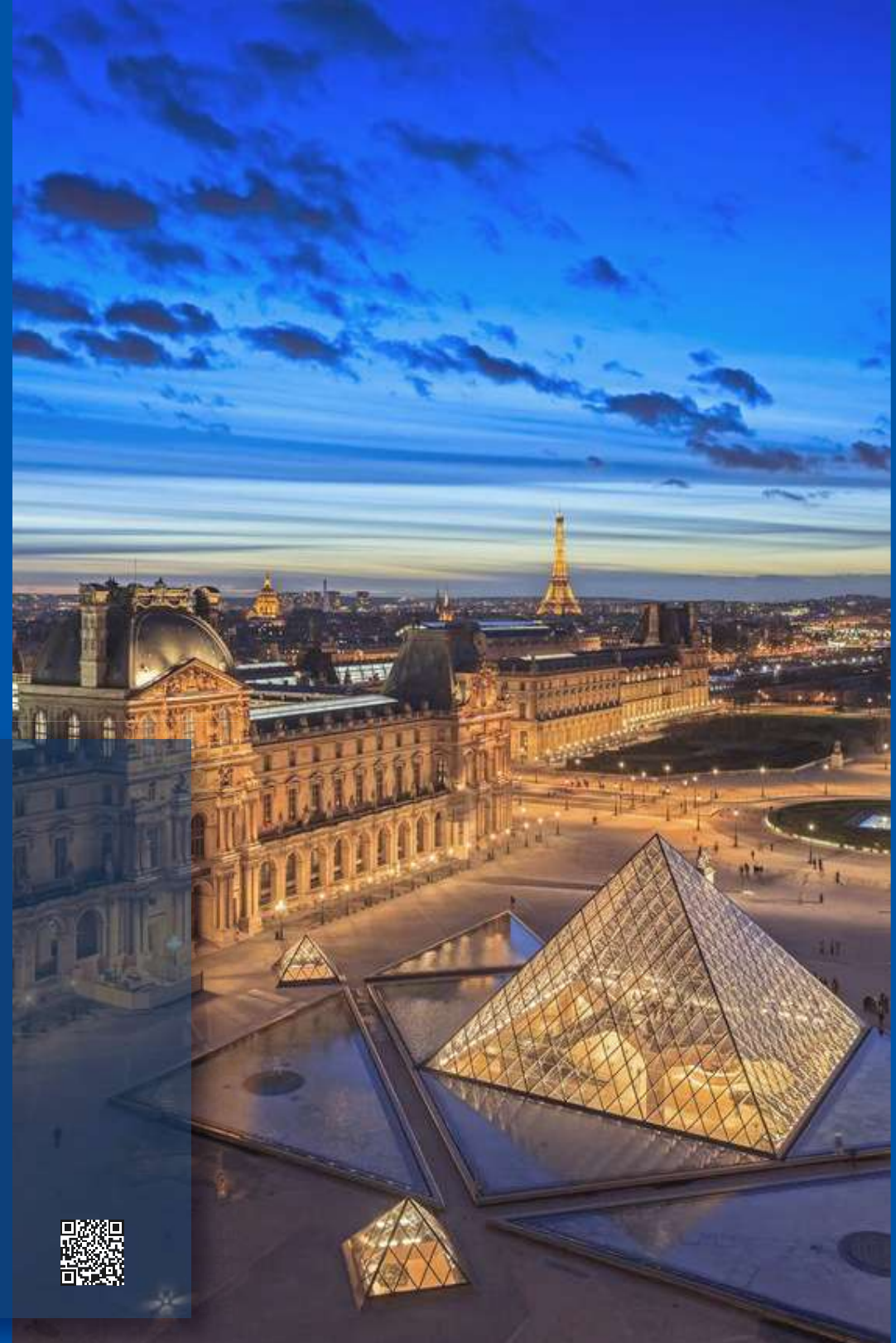
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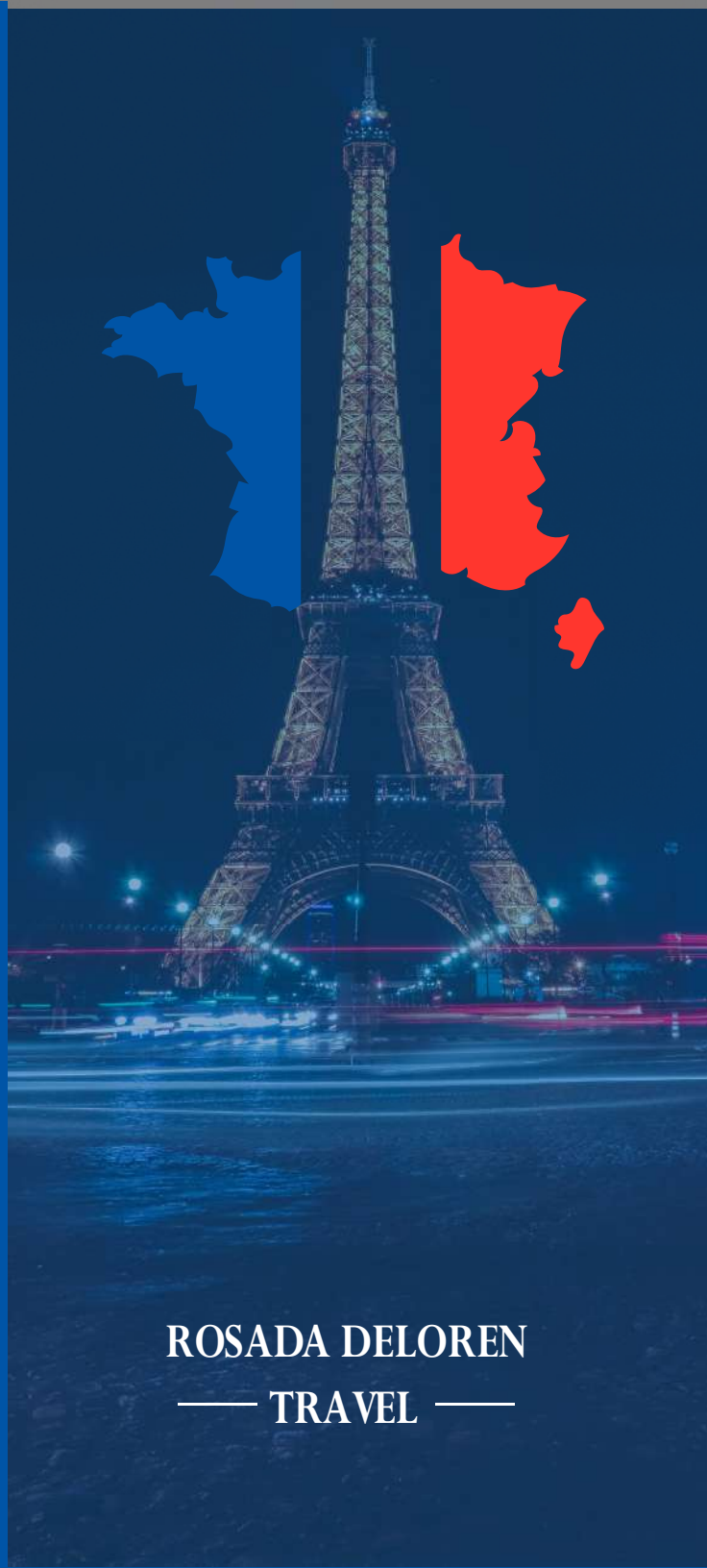
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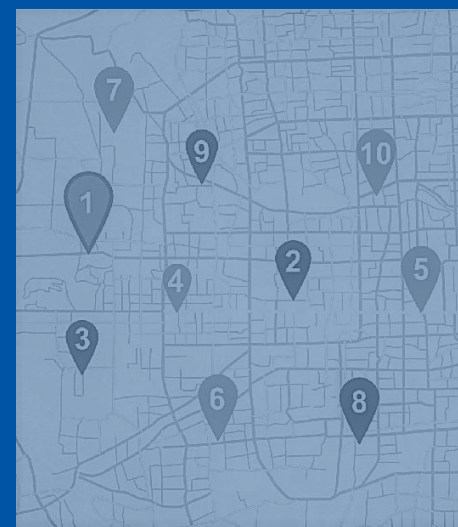
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Louvre Museum

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Paris for FOODIES

Paris for Families

Paris for Night Owls

Paris for History Buffs

Paris for Adventurers

Paris for Art Lovers

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