**Project Brief**

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| **DATE: 8/13/15** | **CLIENT: RSK UK Unlimited** |
| **JOB #: 0615RSK-001** | **PROJECT: Website** |

http://www.rskuklimited.com/

RSK is a risk management company for oil & gas clients. It’s a small company of 6-7 engineers all with at least 30 years’ experience but they provide management consulting services, NOT engineering. They work with large numbers, i.e. evaluating $150 million oil wells, so they have to be a conservative, reputable company. They need a complete rebranding to lend them credibility as a growing company for the future. The design theme should resemble more of an investment company than industrial/oil & gas.

**Project: What are the requirements?**

Website

* Two initial custom-designed concepts will be presented for a home page and internal page, with two rounds of revisions to the selected concept
* Basic slideshow animation on the home page if desired (up to 5 slides)
* Production of up to 8 site pages, see web architecture page.
* Map – will have to recreate a static map for the Projects page (jpeg image with dots on locations)
* Initial Search Engine Optimization (SEO), installation of Google Analytics and Yoast
* One round of revisions to the site production
* The site will be mobile-friendly to appear on smart phones and tablets
* Fixed width site - 1050-1150 pixels wide
* Colors - Yellow PMS is123, Black and Gray in logo is 30% screen of black
* Color usage – client likes black being used the least, doesn’t want it to look like the construction company Caterpillar. It needs to be present because the logo is black, but more gray and yellow than black is preferred.

**Target: Who are we talking to?**

Oil & Gas companies that need risk evaluation. Companies that are interested in drilling on specific sites or with specific requirements and need to know if it’s worth spending the money or how much money should be spent to get a return.

Oil & Gas research companies and big banks that want to partner with RSK for specific projects. This is the type of market where competitors also partner up on larger projects.

Recruits – the company also needs to rebrand with a modern look to reach the millennials they will need to hire soon.

**Message: What are we trying to convey?**

That RSK is superior with its talent and experience to any other asset evaluation and advisory services company in oil & gas, regardless of size and market.

**Support: What are the proof points?**

12 year record of excellence evaluating projects for companies such as Anadarko, the SEC, Federal Reserve Bank, Deutsche Bank, KKR and Petrobras. Great track record getting calls from competitors such as Wood Mackenzie.

**Response: What do we want them to do?**

Recognize RSK as a superior management consulting firm with experience and intelligence in oil & gas. Instill instant credibility and contact us for potential projects.

**Experience: How should it be perceived & experienced?**

As the stamp of a legitimate, experienced and superior company within their risk management niche. The owner and company have a friendly feel in a very corporate and serious industry sector. Think more of a financial institution than oil & gas.

Branding descriptive words:

Experienced Intelligent Trustworthy

Precise Reliable Analytical

Friendly Diligent

**Competition: Who/What are the benchmarks?**

Ryder Scott - http://www.ryderscott.com/#

Wood Mackenzie - <http://public.woodmac.com/public/home>

Goldman Sachs - http://www.goldmansachs.com/?cid=PS\_02\_05\_07\_00\_00\_00\_01

Deutsche Bank - https://www.db.com/index\_e.htm

BNP Paribas - http://www.bnpparibas.com/en

As you can see, since it’s such a unique niche they have competitors that are consulting firms and some that are large banks. This is a financial evaluation space. They work with all of the competitors at one point or another on joint projects.

**Notes & Next Steps:**

* Design 2 concepts. Internal review 8/21?
* Wes to begin writing copy
* NOTE: They currently have website & URL hosted through Yahoo Business, will have to figure out the redirect BEFORE production stage.