

Brand Identity Report

Prepared for Webevolve (Web Design Contest)

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Marketing Goals of Webevolve 2005

- Inform our customers about our new brand and web domain name
- Increase our brand awareness among the target audience by 30 percent in one year.
- To increase the client base by 10% in Webevolve 2005 and grow the competition to an international event in future years.

Competitive Analysis

Overview:

Overall Goal and Objectives

Provide a comprehensive analysis and comparison of competitors' Web Design contests. Evaluate their brand, content, websites, clients and overall effectiveness. Compile a list of features (in a matrix format) to establish detailed contest offerings and simple comparison methods. Generate a report of strengths and weaknesses within each contest. Provide individual contest analysis and comments, and final recommendations for possible implementation into the Webevolve Web Design contest.

Methodology

The analysis will be conducted and compiled by team members including the Project Management, Sponsor team members, Speaker team members and Event Planning team members. Individuals participating in this analysis are classified as potential users. They will be conducting several task-oriented tests for each of the contest sites with a user-based orientation, instead of a developer's point of view. This analysis, though informal, will allow a range of observations, input and overall use of each contest.

The analysis will be conducted in three phases:

1. Individual Analysis (Heuristic)
2. Informal Usability Testing (Task-Oriented)
3. Features Comparison

Deliverables

The report will contain a detailed overview of each contest, including contest contents, specific features and differentiating factors and ratings. This will also include contest website usability, contest content and overall rating. There will be a comprehensive features grid, showing a breakdown of the competitive contests in specific categories and features. The features will be further broken down to show clients, sponsors, speakers, and exhibitions. The final report will contain overall recommendations for the possible

implementation of specific features that were highly rated and should be considered in the Webevolve Web Design contest.

(The following analysis all according to their websites)

Features Grid

Form 1

Site Content Comparison	Competitor 1	Competitor 2	Competitor 3
Contest Name	DesignFest'05	AEJMC " Best of the Web" Design Competition	VS National Education Web Design Competition
Contest URL	http://www.designfest.ca/	www.jou.eufl.edu/aejmcweb	http://itclub.vs.moe.edu.sg/competition
Review Past Competition		*	*
Online Registration			
Email	*	*	
Ad Banner			
Contest Rule	*	*	*
Contest Information	*	*	*
External Web Link	*	*	*
Contact Information	*		*
Feedback			*
Sponsorship Form	*		*
Flash Animation			*
Video Media			
Press Releases	*		*
Schedule	*		*
Contest Photos			*
Total # of features per site	7	5	11
Rank Effectiveness	**	*	***

Form 2

Contest Content Comparison	Competitor 1	Competitor 2	Competitor 3
Contest Name	DesignFest'05	AEJMC “ Best of the Web” Design Competition	VS National Education Web Design Competition
Contest URL	http://www.designfest.ca/	www.jou.eufl.edu/aejmcweb	http://itclub.vs.moe.edu.sg/competition
Brand	*		*
Clients	International designer and developer ?	Faculty and graduate students who (a) work for or attend an institution that is accredited by ACEJMC, or (b) are current (paid) individual members of AEJMC	The primary school student team
Date	November 5	August 4 - 7	The final date July 17
Venue	Toronto, ON	Toronto, ON	Victoria School, Singapore
Speakers	*		
Sponsors	*		*
Exhibitions	*	*	
Tickets	*		
Total # of features per site	8	5	6
Rank Effectiveness	***	*	**

Competitor Analysis

Competitor 1 – DesignFest’ 05

DesignFest’ 05 is a 1 day event for web designers and developers. It is an opportunity to get hands-on training from the pros, gain new skills, get breaking news from Macromedia and other exhibitors and network with peers and industry leaders. The benefit is, in the end, is to help their customers become more proficient using Macromedia's products, which is also their Unique Sell Point. However, from their website, it is hard to find any information about DesignFest’ 04 contest; who their speakers were, who sponsors were, and who winner was in the competition. It is also difficult to determined who their competition was for. It is not clear it the contest was aimed at high school students, undergraduate students, graduate students or professional designers. Potential customers who access their website may think it was not successful in 2004 and choose not to be their clients.

Overall Rating for DesignFest’05:

Websites	Rating	Contest Content	Rating
Overall experience	*** 1/2	Contest Organization	****
Easy to use	****	Customer Confidence	**
On-site Sources	**		
Look & feel	**** 1/2		

* = Worst

***** = Best

Competitor 2 – AEJMC “ Best of the Web” Design Competition

The annual AEJMC "Best of the Web" Design Competition is run by the Association for Education in Journalism and Mass Communication. Submissions are encouraged from all educators and graduate students in journalism or mass communication programs at the university level. This AEJMC competition has been conducted each year since 1997. It is sponsored jointly by the Communication Technology and Policy Division and the Visual Communication Division. These two sponsors limit the AEJMC competition to customers who are involved in journalism or mass communication programs. Their website does not contain any photos or videos, or brand relating to the competition.

Overall Rating for AEJMC “ Best of the Web” Design Competition:

Websites	Rating	Contest Content	Rating
Overall experience	** 1/2	Contest Organization	*** 1/2
Easy to use	***	Customer Confidence	****
On-site Sources	*** 1/2		
Look & feel	**		

* = Worst

***** = Best

Competitor 3 - The Victoria School National Education Web Design Competition (NEWDC)

The Victoria School National Education Web Design Competition (NEWDC) started off in the year 2000 with the theme "Our Home Our Planet" with a total of 20 primary schools participating. The competition aims to promote National Education among primary school students while allowing them to explore the vast possibilities in web technology. The competition is open to all primary school students of levels four to six. Each year, they send an invitation letter including a brochure, poster, and entry form to all primary school (good point). The task of the competition is to create a topic of their own, based on the theme “ Nature Conservation in Singapore”. Their website has photos of the competition and the participants, as well as links for each team’s website. They also have a feedback form for their customers (good point). This let The Victoria School National Education Web Design Competition (NEWDC) know what their customers think about their competition.

Overall Rating for The Victoria School National Education Web Design Competition (NEWDC):

Websites	Rating	Contest Content	Rating
Overall experience	****	Contest Organization	**** 1/2
Easy to use	*****	Customer Confidence	**** 1/2
On-site Sources	**** 1/2		
Look & feel	****		

*** = Worst**

******* = Best**

Finding and recommendations

SWOT Analysis for Webevolve 2005

Webevolve 2005 (formerly WebEvolve) is a Web Design and Development student run conference, contest and trade show that occurs every March. Webevolve is an event that is designed to educate its' audience about the future of the web and where they fit in it.

Strengths:

- Communicates with a warm, inviting environment for sharing of information.
- Professional design team available for consultation.
- Offers videos and photos for participants and ad banners for sponsors.
- High quality computer systems are offered by their sponsors for participants.

Weakness:

- Branding recognition. The competition changed their name and their URL in 2005.
- Limited fund sturcture. The competition must depend on sponsors funding

Opportunities:

- To be an organization as a central hub for sharing cutting edge technology with students, faculty and industry members alike.
- To increase the clients base and grow the competition to an International Event.

Threats:

- The same competition in Toronto, such as DesignFest, Fleshinthecan.

Recommendations:

- Encourage local customers to participate in the competition.
- Try to invited university teams outside of Barrie to join in the competition.
- Send an invitation letter including a brochure, poster, and entry form to all local school, as The Victoria School National Education Web Design Competition (NEWDC) did.
- Invited better known speakers.
- Use different kinds of advertisement - boardcast, highway advertisement, ad banner or etc. on spornsor's websites, and increase word of mouth.
- Redesign Webevolve website by using more videos and photos of the competition. Consider adding a feedback form from customers or online sponsor forms and speaker forms, even online registration.
- Create new, creative and fresh promotional campaigns to build awareness of Webevolve.

The Brand Core Value

According to the competitive analysis and the SWOT analysis, the brand core value of Webevolve 2005 is to educate and inform its audience about the future of the web and where they fit in it

Unique Selling Point of Webevolve 2005

Web involved

Statement: Webevolve 2005 is not only for professional designers; it is also for people who want to be involved with the web. It is a good place to learn all the newest media technologies.

Tagline:

WYSIWYG - What You See Is What You Get!

The Benefits of Webevolve

- Educates and informs its' audience about the future of the web and where they fit in it
- Communicates with a warm, inviting environment for sharing of information.
- Professional design team available for consultation.
- Provides an opportunity to get hands-on training from the pros.
- Gain new skills
- Get breaking news from exhibitors.
- Network with peers and industry leaders
- Offers videos and photos for participants and ad banners for sponsors.
- High quality computer systems are offered by their sponsors for participants.

- Provides 2 whole days where participants will laugh while they learn.

Overall Look and feel of Webevolve 2005 Brand



The graphic is a flame. The flame represents passion and energy. It indicates the people who participating in this conference are full of passion and energy. This graphic appeals to those who are looking for some fun and excitement at Webevolve 2005.

Writing “2005” under the logo means the Webevolve logo may be altered every year but the major idea isn’t lost. Just like the Olympic Game’s logo, is revised every four years but the five circles remain the same.

The font of “2005” will be Georgia. Considering the compatibility of platform, Georgia is the best choice.

Launch Strategy

Internally

- Divide into 3 teams, with each one responsible for sponsors, speakers and event planning.
- Redesign Webevolve brand and website,
- Decide the content of Webevolve 2005, divide into 3 areas: contest, conference and exhibition.
- Fix what we have done wrong in the past and improve in Webevolve 2005.
- Create Project Management Plan.

- Create a package for clients, including brochures, invitation cards, postes and entry forms.
- Create splash page blurb about Webevolve.
- Create contest rules.

Externally

- Contact some better-known speakers.
- Contact sponsors.
- Gain the interest of high school teachers.
- Increase the awareness of Webevolve brand, using broadcast, ad banner and poster.

Reference

Kelly, Goto & Emily, Cotler. (2002). *Web Redesign / Workflow that Works* Indianapolis,

IN: New Riders.

Small Business Advisory Practice (July 2002). *Competitive Analysis Overview* Newport

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<http://www.webevolve.ca>

<http://www.jou.ufl.edu/aejmcweb/>

<http://www.designfest.ca/index.cfm>

<http://itclub.vs.moe.edu.sg/competition/>

<http://flashinthecan.com/>