

Creative Brief

DFY (Design For You) Web Design Company

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Project Summary:

DFY (Design For You) is a dynamic and exciting web design company offering the latest in new media technology. We take the time to analyze our clients' needs and offer a comprehensive solution that will get results. Specifically, DFY offers services in professional Web Design. By Using the most current technology and techniques, we design and implement solutions for our clients business needs.

Immediate goals for DFY Company:

- Design our company website and give our client a friendly, innovation and effective environment.
- Create a strong brand identity.

In the long term, DFY Company will expand the scope of services, to include Graphic Design, Photography and Marketing Analysis. We also want to be recognized as the primary gallery for professional designers.

Target Audience:

Primary Audience: clients who have a small or medium sized business and need to design a dynamic company website or redesign an existing one.

Peter Cardo is a leader of PLC Hockey League for kids. He already has a simple, static website, however, it is hard to update information. He wants to redesign his website to be dynamic, easy to update and navigate, and he also wants the children to have a lot of fun on his website.

Secondary audience: for DFY Company is a 26 to 50 year old age group. They can be professional designers, students in college or university, or any kind of business owners. These individuals use the Internet for research. They are very willing to learn about new technologies and techniques. They are “Internet evaluators” and they are very comfortable in the online environment.

Perception/Tone/Guidelines:

- Informative
- Creative
- Friendly
- Communicative
- Fresh
- Effective
- Professional
- Innovative
- Aesthetic

We want to offer our clients a professional, innovative and aesthetic design. We also want to be perceived as a central hub for sharing of new technology and information with all designers.

Communication Objectives:

- To create an awareness of DFY Company's brand identity.
- Create new, creative and innovative promotional campaigns to build awareness of DFY Company
- To ensure our clients have a completely satisfying experience with our services.

Competitive Positioning:

DFY Company has many competitors. Highlighting the principal that the more research, the better job, we offer to our clients not only the best design, but also the best in analysis and research. These will separate DFY Company from our competitors. One of our competitors is I-design Company.

Single-Minded Message:

Best Design for You