

# Creative Brief

**Client:** Sports Shoe Company

**Product:** Custom Trainer Designs

**Who do we want the communication to achieve?**

Encourage the purchase of customisable trainers presenting a USP through a strong brand identity.

**Who are we talking to?**

“Sneakerheads” - people who love trainers and want to stand out from the crowd. The target demographic will be 18-30 years old.

**What is the unique selling proposition?**

A strong brand with efficient user interface to encourage purchase positive reaction from the customer.

**How does the brand want to appear?**

Inviting, fun, ease of use.

**Who are the main competitors?**

Major sports brands that offer their own customisation process, such as Nike, Vans. Customisable trainers through the app are often cheaper than buying direct from the distributor.

**Media Requirements**

Brand Name

Brand Identity

Access to market - Website/ App

**Timings**

Ready for submission 28th May 2018