

Creative Brief

Client : : The Firm

Brand Idea

- Raw, urban, high intensity.

Why are we doing this? (Problem we are trying to solve)

- Increase membership levels.
- Establish a more prominent online identity.

Who are we talking to? (Target Audience)

- Male/Female
- 23-45 Years old
- Live in Minneapolis (or surrounding areas)
- Full time career (lead busy day to day lives)
- Body conscious
- Health conscious
- High energy, active.
- Goal oriented
- Independent
- Work hard so they can play hard
- Enjoys working out to upbeat music.
- Current on today's news, and current trends.
- Enjoys good conversation, and the company of others.
- Enjoy cooking
- Open Minded
- Intelligent
- Well Cultured
- Enjoys being outdoors

What must this communication accomplish? (Results we want)

- Maintaining the current upbeat brand image, while reaching out to a wider audience using online marketing tactics.

What is the main message?

- High intensity workouts, with unbelievable results.

Why is this believable? (Features and Benefits)

- Upbeat urban atmosphere
- Wide variety of classes
- Personal Training
- Full array of workout/gym equipment
- Experienced and knowledgeable staff
- Great community atmosphere
- Results oriented training

What is the tone and personality of the client and the communication?

- Upbeat, urban, raw, high intensity, community atmosphere.

