

Titan Marketing & Sales Inc. Creative Brief

Client input is the foundation upon which successful web sites are built. This creative brief will help guide the website design based on the overall goals of your site redesign, including specific details regarding message, audience, content, look and feel, and functionality.

Creative Brief

Brand Insight

Titan Marketing & Sales Inc (Titan Marketing) is starting fresh! But its principal owner has a strong reputation, years worth of connections and experience in the lumber industry to leverage out of the gate. Its business will be built upon the principals of friendly, approachable, informative and forward-thinking business accumen.

There is currently no website in place, which means this design is a 'clean slate' in every sense. The website needs to fulfill the role of communicating the products Titan Marketing sells and accurately extending its business presence online. To do this the most effectively, the site needs to connect and resonate with the target audience and communicate an awareness and presence immediately. The logo is going to be developed for the website as well. Key words to set the tone for this website are:

- Friendly
- Easy-to-Use
- Informative
- Forward-Thinking

Design Insight

This new logo and its colors will be maintained and worked into the site design. The design should centre around the functionality of the website with low visual gloss and flare, communicating in simple and precise terms. The imagery displayed on the site will also need to communicate in a simple and precise manner. For this, we would recommend using stock photography where applicable to fulfill these requirements.

The site should reflect the quality and forward-thinking of Titan Marketing's services and products.

Calls to Action should be focusing on increasing customer awareness (short term) and increasing sales (longer term). Retail building supply purchaser and contractors and DIYers looking for product/supply are the main target audience. The contact us link, phone numbers and email calls to action need to be prevalent and 'above the fold'.

User Profile

This is a fairly specific target audience – Retail building supply purchasers and contractor sales as well as DIY sales, specifically industrial/manufacturing purchases and specialty contractors looking for specific products. Initially they will look to see what products Titan Marketing carries, eventually purchasing online.

Comparable Sites

- bpwood.com
- kiwood.com
- kalesnikoff.com

I am completely satisfied with the Creative Brief, User Profile(s) above and realize this is the strategic basis for the website redesign. Changes to these items after this sign-off could result in a change-order and possible revision to agreed upon budgets.

Date: February 24, 2011

Signature: _____

Titan Marketing & Sales Inc