

Creative Brief Worksheet

Base Nutrition

www.baseperformance.com

Project Summary:

1 – What is the basic overview of the project?

Design a cutting-edge Web site that will launch and support the Base Nutrition brand, and generate sales of product.

2 – What is the main goal of the Web site?

Generate sales of product.

3 – What are the secondary goals of the Web site?

Create a strong brand identity in the competitive, saturated market of sports nutritional supplements to enable Base Nutrition to extend the brand so it can launch additional products.

Target Audience:

Primary: Endurance athletes, age 20-45 (e.g., triathletes, marathoners, cyclists, other endurance sports).

Secondary: Other athletes (non-endurance) who are serious about wanting to improve their base.

Tertiary: Everyday people interested in health and fitness

Perception/Tone/Guidelines:

This is a site that will appeal to both an athlete's emotions, and intellect. It will create an image with dramatic graphics and photos, and a strong, crisp color palette. We will work with the photographs selected to seamlessly integrate the color design to the photography.

The tone of this site will be a keen balance between 'edgy and cool' and 'classy and in good taste.'

Judicious use of Flash animations, together with static design can give a strong sense of motion and action. However, animation should not be overused, or it might get in the way of the message, or slow down a person's path to purchase.

Playing off the concept of a 'Base' the site will focus on the concept of building, or improving an athlete's endurance foundation.

Dramatic photography will be a priority, showing athletes performing at their peak, and serving to make the viewer think, "That could be me." We will use photographs supplied by Base Nutrition, and purchase additional photos from stock services, if necessary to supplement the needs of the site.

Communication Strategy:

We will create a message through this site, that no matter how strong and dedicated an athlete is, they can improve their 'base' through the use of the Base Nutrition supplement.

By associating the product with Chris, a top world-class athlete, we will bring the Base Nutrition product above the 'noise' of competitive products. Other similar products may have a foothold in the market, and feature sponsored athletes. However, they do not have the credibility of having been *developed* by an athlete, for athletes.

Targeted Message:

No matter what your sport of choice is, you need to continually build your endurance base. Using the nutritional supplement(s) developed by a world-class athlete will improve your foundation, and help take your performance to the next level.

Other

We will need to get more information in order to differentiate this product from other similar products currently available.

We want to make sure the site has a serious side, and explains not only the benefits, but how those benefits are achieved. In other words, we should educate the purchaser as to the 'how' as well as the 'why'. For example, mousing over the ingredients list could explain how the various ingredients of the supplement will help the purchaser, and why they are needed.

We will also need to know which sponsor labels will need to be included on the site.