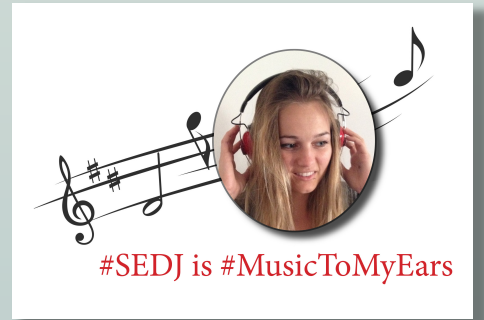


Creative Brief for SEDJ

March 15, 2015



Target audience profile

The target audience for SEDJ is single women, age 25-34. They reside in Orange County, CA and have an annual salary of \$30-80K.

They love Pinterest more than any other age group. This group is very active with social media and mobile apps. They spend a lot of time on their smartphones/ pads, even more than watching TV. They prefer texting vs. talking on the phone.

Communication Objectives

The overall campaign goals are to increase SEDJ's brand awareness and leads/ customers. Specific goals from June 1, 2015 to – May 31, 2016 are to add:

1. Thirty new Pinterest followers
2. A 10% increase in Facebook Likes
3. Twelve new customers

Product Features and Benefits

SEDJ provides high quality DJ services, yet at an affordable price. These two features are often mutually exclusive, but SEDJ puts his clients first. They benefit by enjoying the best of both worlds.

Unique Selling Proposition

For future brides, SEDJ is "music to my ears." The welcome news that sets SEDJ apart are Personal touch, Professional service, and Priced right. These qualities are called the 'Three Ps.'

1. Personal touch- makes the future bride feel special. SEDJ spends time with her, making sure that she is instrumental in selecting the playlist. They also only book one wedding per day, so the bride-to-be never feels rushed.
2. Professional service- the future bride can rest assured that SEDJ will be on time and prepared for her special day. The wedding day is stressful enough without worrying about the DJ's performance.
3. Priced right- SEDJ's services are high quality yet affordable. Average wedding DJ cost is \$1000, while SEDJ's is only \$800.

Competition

SEDJ offers mobile DJ services, karaoke, and a photo booth. Most other DJ's in Orange County offer similar services. In this extremely competitive field, we couldn't find a DJ company that stands out. According to gigmasters.com, their database lists 223 DJ's in Huntington Beach alone. A few months ago when we looked at the competition, ActiveSoundsInc.com was consistently at the top of the list when performing Google searches such as "DJ" or "wedding DJ." Now they aren't even on the first page.

They did have a very appealing, dynamic website. SEDJ lacks a dynamic website (the kind that have image changes that link to certain areas of the site), and also needs an area in which to post news, blogs, and press releases. We've discussed these website shortcomings with SEDJ. They are considering a complete redesign. On the positive side, they do have the "3 P's" going for them, while many other DJ's only offer two of the three.

Creative Strategy

The campaign will utilize the Think/ Feel/ Do approach. The target audience will think about what #MusicToMyEars is all about. This will invoke a feeling of interest and curiosity. Learning about the campaign from their friends will cause them to feel a sense of obligation due to social proof. The phrase #MusicToMyEars is also engaging. All of these factors will create a desire to participate in the campaign.

Aesthetics/Feel/Tone

The tone of the campaign will be fun and celebratory. The feeling should reflect joy and happiness. It takes advantage of the fact that women love to share things on social media. They also love to pin/ repin things that interest them on Pinterest, such as material relating to weddings. Any visuals will appeal to young women with respect to things like color and style. Some media elements should include women that reflect the target audience.

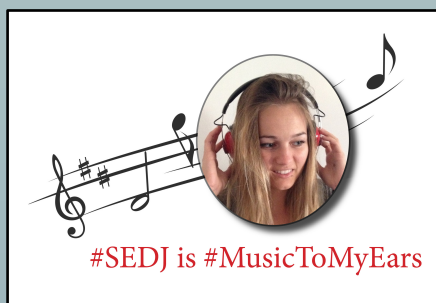
Support Statement

Our personal touch, professionalism, and prices will make your wedding day all that you've dreamed of.

Slogan

#SEDJ is #MusicToMyEars

Logo



Media Assets

1. The flyer may be used as part of the campaign. If so, we're not sure where yet
2. The logo will be used in the press release that launches the contest
3. The flyer or the logo will be used in the Facebook ad
4. At least one infographic will be used to convey research results