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**BRAND DESIGN
BRIEF TEMPLATE**

**EXAMPLE**

Example begins on page 2.

**BRAND DESIGN BRIEF**

CLIENT

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| **CAMPAIGN NAME** | Delivery box redesign and social media campaign |
| **CLIENT** **NAME** | Troy Jacobson |
| **BRAND** | Hygge Firewood |
| **PRODUCT / SERVICE** | Luxury Firewood: hand-cut birchwood delivered directly to your door  |
|  CONTACT INFO |
| **NAME** | Troy Jacobson |
| **PHONE** | (427) 846-4889 |
| **EMAIL** | tjacobson@hyggefires.com |
| **MAILING ADDRESS** | P.O. Box 281Aspen, Colorado 81611 |
| DOCUMENT INFO |
| **DATE** | 06/15/20XX | **AUTHOR** | Brittany Taylor |

CAMPAIGN

**PURPOSE |** Why?

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| Hygge Firewood is rebranding because the company is expanding rapidly. The business wishes to redesign its existing logo and delivery packaging and run a small ad campaign via social media and email.  |

**OPPORTUNITY |** Ultimate impact?

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| Hygge has few competitors in the luxury firewood market. Located in the high-end resort town of Aspen, the company must deliver on the expectation of a luxury experience. Hygge offers its customers (residents/tourists/guests) a consistently reliable product, superb service, and a nostalgic sensory experience with birchwood. |

ELEMENTS

What are the fundamental components of the campaign?

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| We need to reframe the campfire experience, moving away from the typical rugged imagery of lumberjacks, labor, and camping. We need a campaign that encourages the customer to view a desirable home fire experience as a ritual that’s as necessary as a cup of coffee. |

OBJECTIVE

What does the campaign work to achieve?

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| The campaign will attract new subscription customers to Hygge’s firewood delivery service. The client’s goals are twofold: 1. Increase the customer base via the existing customer base (i.e., develop brand ambassadors). Redesign the delivery packaging, so it can function as a decorative item that sits next to the fireplace. This new packaging will act as a conversation piece in itself, inspiring guests of existing customers to recognize the desirability of the overall experience: the mesmerizing glow of the fire, the smell of the birchwood, and the stylish look of the firewood case.
2. Increase customer subscriptions via a social media campaign at the peak of winter preparation.
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TARGET AUDIENCE

**CAMPAIGN TARGET |** Who are we trying to reach?

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| We are trying to reach wealthy Aspen-based homeowners and Aspen-bound tourists who have wood-burning fireplaces and/or hot tubs and require the delivery of firewood during the colder winter months. |

**BRAND TARGET |** Who does the brand speak to?

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| Hygge speaks to customers who are familiar with a luxury experience and want high-end comfort for themselves and their guests. The brand targets customers who value the intersection of ruggedness and ease (e.g., glamping, wood-burning hot tubs, etc.).  |

RESOURCES & BUDGET

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| **RESOURCE** | **DESCRIPTION** | **BUDGET** |
| People | Design Team Labor | $5,000 |
| Materials | Delivery PackagingTruck LogoStickersWeb LogoPosters | $18,000 |
| Other | Competitive Research/Analysis/Product Testing | $2,000 |
| Other | Online Media Promotion | $3,500 |

ATTITUDE

**CAMPAIGN TONE |** What traits are we trying to convey?

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| There’s no need to think about preparing for the cold winter months when you have a subscription to Hygge Firewood. Hygge takes care of the backcountry hassle, so you can enjoy a cozy fire all winter long. |

**BRAND PERSONALITY |** What characteristics define the brand?

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| LuxuryEaseSensory/nostalgic experienceBackcountry comfortModern firewood experience for a modern lifestyleNorwegian winter |

MESSAGE

**THE TAKEAWAY |** What is the key idea that you want existing/potential customers to remember?

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| A subscription to firewood home delivery is a necessary luxury. |

**TAGLINE |** Use your key words, theme, and/or other branding copy to create your brand’s primary message.

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| Let Hygge do the backwoods work for you, so you can enjoy the cozy comfort of a birchwood fire all winter long. Set up your subscription before you feel that first chill of late fall. |

MARKETING CHANNELS

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| **CHANNEL** | **GOAL** | **TIMELINE** |
| Social Media | Offer a 10 percent discount to clients who bring in new customers or referrals. We hope to generate 8,000 views from this promotion.  | 08/01/20XX - 09/30/20XX |
| Email | Offer a 10 percent discount to clients who bring in new customers or referrals. We hope to reach 1,500 customers with this promotion.  | 08/01/20XX - 09/30/20XX |
| Other | N/A | N/A |
| Other | N/A | N/A |

ADDITIONAL INFORMATION

Include any additional critical information.

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| This campaign is timeline sensitive. Given the seasonal nature of the business, we must adhere to a hard start date of 08/01/20XX in order to attract new clients. |

COMMENTS & APPROVAL

**CLIENT CONTACT NAME & TITLE**

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| Troy Jacobson, Owner |

**COMMENTS**

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| The client is open to additional ideas and is somewhat flexible budget-wise.Let the design team know that a current logo exists. Follow up with the client to determine if there are any other existing logos; if there are, be sure to share those images with the design team before any work begins. Follow up with the client to gain access to all existing email subscriptions. Run a campaign to increase the number of email-based clients before running an email campaign. The client is out of town from 06/20 - 06/29 with limited access. This campaign is time sensitive. |

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| APPROVAL |
| NAME | SIGNATURE | DATE |
| Troy Jacobson | T. Jacobson | 06/18/20XX |

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