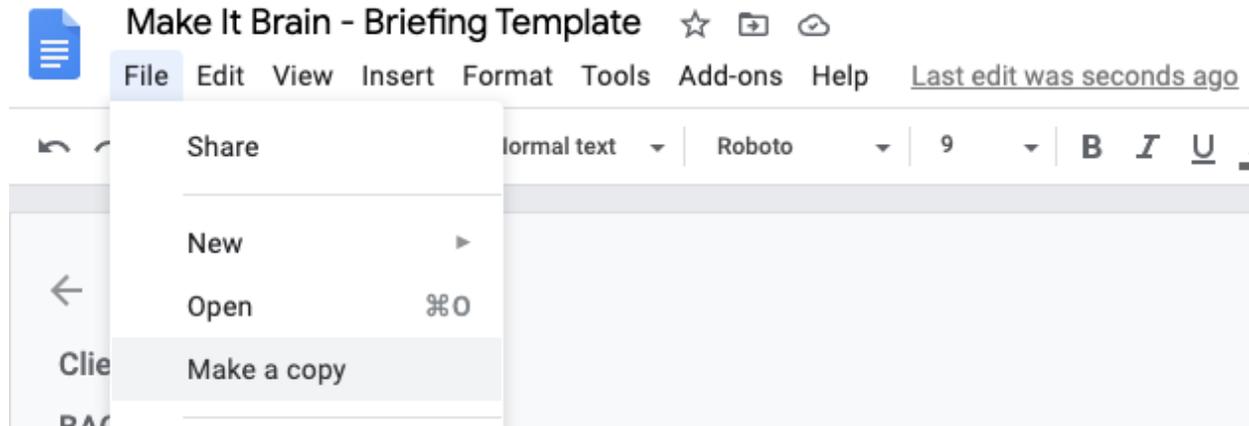


BRIEFING TEMPLATE



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<i>Client:</i>	<i>Hitchhikers' Guides Pty Ltd</i>
<i>Job name:</i>	<i>Restaurant brand & site launch</i>
<i>Client Contact:</i>	<i>Zaphod Beeblebrox - Marketing Manager</i>
<i>Job Number:</i>	<i>0000</i>
<i>Date Briefed:</i>	<i>00/00/00</i>
<i>First concepts:</i>	<i>This Monday 13 May 2018</i>
<i>Final deadline:</i>	<i>Friday 22 June 2018</i>

EXECUTIVE SUMMARY

We need to come up with a name and brand for a new restaurant at the end of the universe. 3 initial concepts are required by this coming Monday the 13th of May. Applications to marketing collateral, mockups etc are welcomed as part of the presentation.

B R I E F I N G T E M P L A T E

BACKGROUND

Business History

Hitchhikers Guides create concept restaurants all over the universe. They've been operating for 34,678 years, and provide bespoke dining experiences for various species and life forms. Their latest restaurant is right at the end of the universe and they're very excited about its potential to move their brand into new galaxies.

What is the purpose and (non-monetary) aspiration of the business?

Hitchhikers' Guides want to be known for doing things a bit differently. They aspire to be seen as culinary thought leaders, so rather than following trends they want to be creating them. They wish to have a concept restaurant in every populated galaxy in the universe, and for other restaurants to be trying to copy them (but failing because you can't copy innovation).

Market conditions/competitor analysis

There are three main competitors in the intergalactic restaurant scene.

1. Borg Enterprises: www.borgrestaurants.com

Ruthlessly expansionist, The Borg try to undercut the market with competitive value propositions, perpetual cheap prices, and an austere 'in and out' experience, and also forced assimilation. These guys occupy the bottom end of the market, while HHG occupy the top end.

2. Federation Replicators Inc. www.federationreplicators.com

These guys offer a bespoke restaurant experience where you can order anything you like and have it generated on an atomic level. Their holodeck settings make them a popular destination for a mainstream audience.

3. The Force Restaurants www.theforcerestaurants.com

The Force is the closest competitor in HHG's space. They too have individually themed restaurants that occupy the top end of the market, and have a fashion-conscious and aspirational brand identity. HHG see an opportunity to differentiate from The Force by not allowing their brand to be compromised by poorly executed 'Sequel' restaurant franchises.

See more examples of competitor products in the 'Client supplied' folder.

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Relevant stakeholders and insights

Douglas Adams, CEO

Doug is an old friend of ours, and though currently deceased, is a strong advocate of our work. He loves clean, simple, contemporary design, and a minimum of fuss with regard to functionality.

Captain Janeway, Marketing Manager and primary client contact

Janeway is a straight shooter and appreciates regular feedback. If any questions come up during design and/or dev, she's very responsive without micromanaging.

The Hitchhikers' Board

The HHG Board comprises representatives from 12 different galactic subcommittees and shareholder groups. Doug will present our work to them, so we need to give him clear, visual ways to sell a single concept in (we will show 3 concepts to Doug and Janeway, but only 1 will be presented to the board).

PROJECT DESCRIPTION

What's the problem or opportunity?

We need to develop a name and brand that will clearly articulate the new restaurant's key point of difference with style. We've been given a directive to not be 'too tricky' with the name, but to have some fun with the design. Once the brand has been approved, this brief will be updated with information regarding the design of their new website (simple WP CMS brochure site), however you're free to apply the new brand identity to a landing page if it suits.

What is the objective of this project?

NB: This question is the most important one - be clear and specific.

Create a name, brand, logo and identity for the new restaurant that will make hipsters the universe over want to visit this new restaurant.

There isn't any clear measurement of the brand in isolation from the judgment of our stakeholders, however the success of the restaurant's launch will comprise reactions to the name, logo and brand in the press.

The brand needs to be simple and versatile enough to work across various different mediums (digital, print, telepathy, etc), but the client is receptive to a non-traditional approach e.g. the brand could be liquid or contextually responsive

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What's the point of difference?

The new restaurant is right at the end of the universe. It's the only restaurant of its kind.

Is there an offer or applicable price point?

No, however we will likely be producing promotional social ads for the launch. This will be briefed in separately once name and brand are sorted.

Is there a Call To Action? e.g. visit this website, sign this petition etc.

The brand doesn't need to incorporate the URL, however it can be applied if you feel it has relevance or just to show the brand contextually to a call to action. The site's url will be determined by the name, so please ask Molly to research domain availability from a name shortlist.

References

Although we don't want to copy or be in any way derivative, the client has provided some examples of creative that they feel is in the same ballpark they want to be in:

www.superpotato.com

www.wowthatsreallygreat.com

www.dropbox.com/clientsthings/galgsdflag

Describe any particulars and mandatories of the project

Including existing parameters/style guides and booked media, but if possible try to avoid unnecessary limitations so that we can concentrate on achieving the objective.

3 x name and logo concepts, applied to:

- Full colour, greyscale and mono version
- Menus
- Signage (see pics of restaurant site in the job folder under 'images')

TARGET MARKET

Who are we talking to?

Tell us about the demographic and psychographic target.

We're targeting an innovator/early adopter psychographic across all life forms.

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What motivates these people?

What do they care about and aspire towards? What kind of car do they drive, what kind of TV shows do they watch?

Are they considered or frivolous, edgy or conservative? What might a day in the life of someone in the bullseye of the target be like? Can you personify them and tell us about them?

Our bullseye target is Amanda and Jason, who live in the Newfarm Nebula. They're both passionate about food and all things art, culture, and literature. You'd probably describe them as hipsters from the outside looking in, but crucially they're not looking for social validation by following trends, so much as they're looking to be seen as trendsetters themselves. They don't want to be riding a fixie with a typewriter strapped to their back on their way to Starbucks, they want to have visited a place you haven't heard of yet, and give each other a knowing look when someone mentions that they've just 'discovered' a place they visited last year. So, like, they want to be doing hipster things before they're cool.

Our secondary targets are less bleeding-edge early adopters and foodies, and our tertiary targets beyond launch phase comprise a more mainstream early majority psychographic with an interest in food, culture and novel experiences.

What, if anything, do they currently think about your brand/product/service?

Our bullseye target have probably already visited HHG's other concept restaurants when they first launched, but are likely unaware of HHG as an umbrella group. They don't yet know anything about the new restaurant, and so it's really important that we communicate the point of difference to entice them to visit.

What do we want them to think?

Txt message from Amanda: ZOMG, Jas, we totes have to visit this new restaurant before the normies find it:
www.restauranturl.com

SINGLE-MINDED PROPOSITION

What is the one single thing we want the audience to think when they remember this piece of communication? One sentence, one point only.

Wow, this new restaurant is at the end of the universe!

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SUPPORTING EVIDENCE

Bullet points, and other thoughts and information that inform the project.

- The restaurant sits on the event horizon of a black hole at the very end of time and space
- You can watch the death of the universe while you enjoy culinary delights from across the universe
- The menu will include 42 species of self-sacrificing animals

CHANNELS

Are there any set channels that we must use? Bear in mind that often the best outcomes are brought about by focussing on the objective, not the execution or media.

The brand must apply well to menus, signage, and tattoos (all staff are required to be inked with the logo on their pinky fingers, so must work at <10mm)

SPECIFICATIONS

If you've booked media, what are the specifications? e.g. 728x90px, 40kb file size limit, .swf file with <20kb gif backup file.

- Menus must be printed on 400x500mm card stock (folded to 200x500mm high)
- Logo must have RGB, Grey and Mono versions
- Landing page will need to be responsive to fully immersive telepathic hive mind technology, so bear this in mind when considering the brand applications.
- Please provide presentation in our 16:9 presentation format for display on standard monitors at HHG's offices

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BUDGET

Break it down into timeframes, creative development, execution, and media if applicable

Copywriter name ideation: 18 hours

Art director brand development: 40 hours

Designer logo development: 60 hours

TIMINGS & DEADLINES

What's your ideal timeline? Include first drafts, revised concepts, execution timeframes, and when you want to be in market.

Name ideations internal review: Monday 6 May

Brand identity internal review: Wednesday 8 May

Brand identity & presentation review: Friday 10 May

Client presentation: Monday 13 May

Site design: TBA, likely early June

OTHER INSIGHTS AND INFO

Is there anything else?

- Don't use green. Doug hates green, and one of the board members is Altrusian and so it's culturally insensitive to even acknowledge the existence of green.

B R I E F I N G T E M P L A T E

FEEDBACK AND CHANGES

Any feedback on concepts will be captured here as a 'rebrief'

Internal feedback Round 1

- Insert feedback, corrections, direction here

Client feedback Round 1

- Insert feedback, corrections, direction here