

*Creative Brief*

Why are we advertising?

We are advertising to increase awareness of the brand, convincing consumers that artwork is an inexpensive yet unique and more special gift compared to clothes, shoes, electronics, etc.

Who are we talking to?

We are talking to American Gen Y (24-39) with an income of at least $30k (Art.com offers artwork [canvases and prints] starting at $1.98 with free shipping and returns). Money is an obstacle for them when gifting.

What do they currently think?

“I prefer to gift money, clothes, and electronics to my loved ones. Anything expensive is sure to prove my love for them. At least, that’s what I think. My income doesn’t support the types of gifts I prefer to give, making it difficult to show love.”

What is the single most persuasive idea we can convey?

You don’t have to spend a lot of money to show someone you love them; actually, you can get away with gifting a unique piece of art at a lower cost and it will be more special than whatever it is you were planning to gift.

What would we like them think after seeing our message?

Artwork is a good gift to give considering not just my salary but how special the recipient is to me.

Why should they believe it?

Spending time choosing the perfect artwork for someone, considering that you are close and familiar with their style, is what makes the gift special. More thought is put into it compared to other gifts. It shouldn’t cost much to show love.

Are there any creative guidelines?

Thoughtful, heartfelt, sentimental yet frugal brand personality

Warm colors to evoke love, warmth, compassion

Consider poppy graphics for young audience

<https://www.statista.com/statistics/643714/christmas-gifts-desired-by-consumers-by-age-group/>