

CREATIVE BRIEF

THE GOURMET GETAWAY LUNCH TOTE by BUILT NY.

PURPOSE

To make Built NY's Gourmet Getaway Lunch Tote an indispensable item for working women 22 – 35 years.

BACKGROUND

Built NY manufactures bags for carrying food and drinks, oven mitts, laptop and phone sleeves, and camera cases. These items are all made from neoprene, the same material from which diving suits are made -- which pads, insulates and keeps items cold for up to four hours.

Built NY is currently marketed via word-of-mouth and “gift lists” published in magazines. But if you ask someone about the lunch tote or other Built NY products, they will recognize the product, but have no idea about the brand. A woman will see another woman carrying a water bottle or lunch tote and ask where she got it. You will also see these bags and totes for sale at Whole Foods, Staples, etc.

There has not been a large campaign behind Built NY products, which are on sale online through websites such as eBags and eBay. People also discover the bags when they google “lunch bags.”

The recession has given Built NY a unique opportunity. A universal piece of advice in all articles relating to saving money is to bring your lunch to work, rather than purchase it. Built NY can offer a stylish way to bring your lunch that will save money in the long run. It's the smart, stylish woman's lunch bag.

The Single Purpose of the Project

To make urban professional women between the ages of 22 and 35 see that the Gourmet Getaway Lunch Tote is a smart and stylish investment that will save them a lot of money in the long run.

Secondary Goals:

To retain the current customer base (students, teachers and healthcare workers) AND to promote the Gourmet Getaway Lunch Tote as an aid for women attempting to be healthier/eat fewer calories.

The long-term goals of the company and how the project will help support this goal: The long-term goal of this campaign is to increase overall awareness and visibility of the Gourmet Getaway Lunch Tote and Built NY, and to increase the tote's popularity among urban professionals just starting out on the career ladder, and to foster loyalty to the Built

NY brand. In short, the campaign should reinforce the idea that any smart, stylish and financially savvy professional woman owns a Gourmet Getaway Lunch Tote.

Audience Profile

The target audience is urban, professional women, ages 22 – 35. These women want to get ahead in their careers and in life, they care about style, they want to look good but are also smart when it comes to money. They're the type who own fewer items, but what they do own is of high quality – they think of purchases as investments and want their investments to last. They want to look good and have fun, but are also hoping to have a down payment on a home of their own or be able to take time off and travel the world in the next five to ten years, before settling down. These are “frugalistas”: women who want to live the good life but without the mindless spending and debt.

TYPICAL CURRENT CUSTOMER PROFILE

Occupation: Teachers, students and healthcare workers.

Age range: 27 – 40

Gender: Female

Online frequency: Daily.

Brings lunch and snacks to save money and also because there are few options for food purchase at the job. Often are trying to stay healthy as well by packing their own lunch.

Sometimes has one or more children. Often investigates potential purchases online for various methods of saving money.

FUTURE CUSTOMER PROFILE

Occupation: Single urban professional at the beginning/middle of her career.

Age range: 22 – 30.

Gender: Female.

Online frequency: Daily, frequently (often continuously: these women turn to the 'net for the answer to almost every question).

They want quality items at reasonable prices. They like to look good and they like to spend their money mindfully. They are financially intelligent and think about the future: they fully vest in their 401(k)s, they put aside money for emergencies and they carry little to no credit card debt. If they wear designer items, they have often been purchased at outlets, thrift stores or sample sales. They are health conscious, and don't mind spending extra money on organic or quality food items. They often enjoy cooking and ride public transportation to save both money and the environment.

Perception/Tone/Guidelines

We want the target audience to embrace the Gourmet Getaway Lunch Tote as a stylish

investment that works well and will save them lots of money in the long run.

How the target audience currently perceives and feels about the product:

People who know the product love it. The majority is teachers, students and healthcare workers, and leave glowing reviews on websites about how fashionable, easy to clean and roomy the bags are. Most seem to have learned about it by seeing someone else carrying the bag and asking where they got it or they stumbled upon it when shopping online for lunch bags.

What we want them to think and feel:

That by owning one they are hip and financially savvy.

How the project will help to achieve this goal:

Knowledge of the product needs to be broadened, since right now, they majority of users seem to know about the product by word of mouth or when they google lunch bags. A subway or print advertising campaign (magazines like *Bust*, *Time Out NY*, *Vegetarian Times*) could increase sales monumentally.

Adjectives that can be used to describe the way the company should be perceived:

Young, hip, practical, smart, functional (funktional), funky.

What these adjectives mean to the customer's daily life or business:

These adjectives can also be applied to the customer – because the customer has purchased this bag, she is also young, hip and smart and into function and fashion. Daily life: she's saving money on a daily basis and looking good while doing it.

Some specific visual goals the project should convey/How the visuals will convey the message:

The showstopper is the bag itself: can present it in both conservative solid colors and the funkier, hipper patterns and designs. Demonstrate how much it can hold, and show how by investing in this bag, the customer is saving herself dollars and calories.

The tone of the messaging and copy:

Short and sweet, the plainer the better. It's the bag itself that will attract eyes of busy women – keep the copy short and to the point.

Communication Strategy

How we will convince your customer of your brand assertions:

[Quote actual reviews of the bag from websites like eBags: "'Gorgeous, roomy, and durable. Well worth the money.'" User from Los Angeles, CA]

The overall message you are trying to convey to your target audience/
The one thing a customer should instantly think when your company name is mentioned:

Funktional.

This important to the customer:
Because that's how the customer wants to be perceived.

How the overall message will be conveyed or communicated:
Mostly visual.

Touch points most frequently seen or heard by your customer:
Print, web advertising (banner ads) and possibly subway.

How you will ensure that the client experience is what your brand promises:
Perhaps a money-back guarantee, if the client is dissatisfied with the product.

How the success of the final project will be measured:
An increase in sales for the GG lunch tote and boosted web-traffic to Built NY's website.

Competitive Positioning

How you are different from your competition and what factors will make you a success:

Industrial design, youth, funky quality.

Who are your competitors? Where do you fall amongst them in terms of industry perception or "rank"?

Competitors (high end) include Emilie Sloan lunch totes, and Little Packrats lunch totes as well as several name-brand handbag manufacturers who have branched out into lunch totes or "lunch purses." Lower end competitors include Sublimeco, Ensign Peak, Frozn (structured soft coolers).

What specifically sets you apart from your competition?
Industrial functional designs made from neoprene with brilliantly funky patterns.

What you offer that no other company in your industry offers:
The neoprene and the patterns, the fact that the bag can keep your meal warm **or** cold for up to four hours, which will be highlighted in the ad campaign.

What you offer that everyone else offers:

A way to keep your lunch cool while you're in transit or don't have access to a refrigerator.

What service your company provides best:

The variety of colors and designs, the functionality of form.

What services need work to grow:

Name recognition, product and brand recognition. Advertising, particularly print ad and public transportation (subway).

What areas of the current customer perception or understanding of your company are successful:

Built NY is able to blend form and function very well – its designers intuitively know what will be fresh and hip.

Negative perceptions the company has in the marketplace:

It doesn't currently have a negative perception. The only worry about going the "hip" route with advertising is that they might be considered "hipster."

Targeted Message State a single-minded phrase or sentence that will appropriately describe the project once it is launched.

The **funktional** way to carry lunch.

Brand/Logo/Project Specifics

What is your vision of what the new logo, collateral or brand identity will look like? What message will it convey?

BUILT NY – Where form meets **funktion**.