

Creative Brief Template

Campaign at a Glance

Project Name: Dr.DRiP Plumbing Photoshoot

Summary: Updating photography of the team, Andy and Ange for promotional use on Dr.DRiP's marketing material including but not limited to website, social media, magnets, and flyers.

Budget: \$2000

Date: 12th September 2019

Contact Details:

Name- Jessica Smith

Position- Marketing Assistant

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Phone number- 1300 37 37 47

Timing

Project Deadline: November 1st 2019

Brief Supplied: September 13th 2019

Photoshoot: October 7th 2019

Photo's provided in low-res: October 15th 2019

Client Approval: October 20th 2019

Photo's provided in high-res: November 1st 2019

Campaign in Focus

Project Purpose:

Updating photography of the team, Andy and Ange for promotional use on Dr.DRiP's marketing material. including but not limited to website, social media, magnets, and flyers.

Background of the Company:

Dr.DRiP Plumbing is a family owned and operated business in Sydney. We specialise in a range of plumbing services and strive to provide the best customer service possible. We aim to do this through the professional nature of the team conveyed through our marketing material which includes but is not limited to our website, social media, magnets, flyers, and more.

Target Audience:

Our ideal avatar is a female between the ages of 30-45. She is a young stay at home mother and is extremely house proud. She wants a professional tradesman with great customer service and whom she feels safe with her children around.

Project Objective:

The objective of this project is to create a sense of familiarity between the team and prospective customers, to drive them to call or submit a contact form to book a service in.

Essential Requirements:

We require 8 landscape images and 4 portrait images taken at two different locations, in studio and at Warriewood headland.

These images are to be in high-resolution and be edited/retouched by the photographer.

We require ownership of these images.

Other Considerations/Creative Thought Starters:

Please find below a list of images we require along with sample photos.

| Who | Description | Location |
|--|---|---|
| <p>Group / team:</p> <ul style="list-style-type: none"> • Andy • Ange • Graham • Sean • Will • Stew • Dan | <ul style="list-style-type: none"> • 8 x people • Natural / casual • Energetic • Fun • Professional • Horizontal for website and social media | <ul style="list-style-type: none"> • Warriewood headland • Studio |



| | | |
|---|---|---|
| <p>Group / team with trucks</p> <ul style="list-style-type: none"> • Andy • Ange • Graham • Sean • Will • Stew • Dan | <ul style="list-style-type: none"> • 8 x people • 6 x trucks • Natural / casual • Energetic • Fun • Professional • Horizontal for website and social media | <ul style="list-style-type: none"> • Warriewood headland |
|---|---|---|



| | | |
|------------------------|--|---|
| <p>Andy & Ange</p> | <ul style="list-style-type: none"> • Dr Drip uniform • Professional • One close up • One full length | <ul style="list-style-type: none"> • Studio • Warriewood headland |
|------------------------|--|---|



| | | |
|-------------|---|--|
| <p>Andy</p> | <ul style="list-style-type: none">• Dr Drip uniform• Professional• One close up• One full length | <ul style="list-style-type: none">• Studio• Warriewood headland |
|-------------|---|--|

