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Creative Brief

Choice Eating

Overall goals:

Fresh new look that reflects the lifestyle of a health-conscious urban professional.
Refresh look-and-feel for consistency in marketing materials.
Utilize provided write-up PDF to meet client's needs.
Provide graphic elements that can be used in-house for future materials.
Develop a set of graphic guidelines for in-house design purposes.
Develop design for four new marketing pieces.

Clientele includes:

Senior citizens
Overweight people
Vegetarians
Busy Professionals
Diabetics
People forced into a diet change by doctor

What is important about the brand that retains the clientele?

Healthy food that is delicious and delivered to your doorstep.

New Target Markets:

Thirty- to Forty-somethings trying to lose weight
Senior citizens
Diabetics
Gay Community
Health Club Members
Singles
People who make $60k+
Health-conscious Mothers

Admired Brands

Nike - screams cool
Apple - stylish and tech
Whole Foods - eco-friendly, high quality
Fed Ex - good logistics
Club Monaco - chic, stylish, modern

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Measurement of Success

Responses from *Gay Chicago*

Local Competitors

Seattle Sutton

- Purple + Beige
- Lame Logo
- Glossy Icons
- food photography is very strong!
- website feels custom but clunky

Overall impact: a safe place with good healthy food, has been around awhile, gets results, has a good rep...

Alter Ego

- orange (immediate problem!)
- overdone logo, doesn't make sense
- feels local
- website is clean but not attractive, feels like a template
- contains ads.

Overall impact: a little schizophrenic, uses stock photos, site is a little boring and not particularly inviting. Logo is over-designed, everything else is under-designed.

E Diets

- light blue/teal
- logo is clean and simple, not bad
- lots of white space, emphasis on product photos
- creepy model photos
- advantage in site depth, community aspects
- feels very corporate
- ad on front page... no good.

Overall impact: super corporate yet established, kind of clinical, gets results, unfriendly and sterile, cool functionality

Crit of Choice Eating

Choice Eating

- unattractive, schizophrenic colors
- not a cohesive brand: type is all over the place, colors aren't synched
- photo quality is atrocious, always fuzzy, always too small
- cart doesn't look like the site
- we are selling food, show the food.
- apple in logo looks like apple computers...
- looks out of date, broken

Overall impact: low-quality site shows low-quality product, generic looking food is unappetizing, stock photos are unexciting, site feels unorganized.

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Recommended Action

Rebrand. Start fresh.

Analyze competitors, where they succeed, where they fail. Use this knowledge to our advantage while developing look and feel. Emphasis should be on simple well-written information, ease in ordering a plan, and highly appetizing food photography.

Layout of plan options should be very simple and clean, with only as many options showing as can actually be used. Start with a synopsis of how the plan works, then allow selection of one week's worth. Consider linking menu item to photograph of meal (like eBay rollover). Deliver on cleanliness and hierarchy (like Apple) for site organization, without getting too sterile (like eDiets).

Traits of the brands you like: clean, well established, successful. Simple, dominant logo usage, always reserved and slick. Cohesive. Reputation for the highest quality goods. A little slick, a little friendly, smart design throughout brand. Has character built into the brand. You know what to expect from the brand and from the products, always.

Project Scope:

Brochure
8.5x11 tri-fold, full color
5,000-10,000 quantity
(Estimated at 10 hours.)

Logo + Rebrand
Research and Logo Design
(Estimated at 20 hours.)

Website Redesign
Present 3 concepts and collaborate to complete one
Develop with Web Guru to launch site
(Estimated at 15 hours.)

Total Estimated Time: 45 Hours

This estimate includes time for research, exploration and revisions, as well as production time and file preparation.

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Scheduling

Brochure and Folder will be prioritized in the hopes of delivering by November 13, before ACT's scheduled Open House. Designer will develop sketches and concepts ASAP.

Project Deadlines:
Brochure

October 29:	Paul delivers rough sketches for Brochure and Folder
October 30:	Renée provides review and edits by Friday PM
November 2:	Paul delivers second round of design Monday AM Renée returns final edits Monday PM
November 3:	Paul makes final edits and delivers final art to Mike at Elk Grove Printing
November 3-5:	Proofing
November 5-12:	Printing
November 13:	Elk Grove delivers to Fresh Eating

Project Deadlines:
Remaining Website Items + Other Design Elements

November 4:	Paul initiates design on remaining elements
November 5:	Paul delivers rough sketches
November 6-9:	Renée provides changes
November 11:	Paul delivers second round of design
November 13:	Send remaining elements to print + deliver design elements
November 13-26:	Estimated turnaround for Secondary Elements
November 27:	Estimated website launch