

# Creative Brief - Website

## Project Overview:

This project is for the design of a product website that will be used to promote and merchandise a low calorie, lightly carbonated drink. The site will be a split between marketing/promotion of the product and e-commerce. The initial product offering through the web fulfillment channel will be limited to the drink in one or more package configurations (6-pack, 12 pack, Case of 24, etc) and potentially logo'd merchandise. Initial requirement will be for a simple cart, but desire is for an auto-ship/reoccurring order capability as well. Due to limited product offering, emphasis should be on general product promotion and marketing with the ability to direct users to brick and mortar stores and the option to purchase online.

## Website Objectives:

- Inform target segments of the product and it's ability to address their specific needs
- Brand the product
- Compare the product to existing products and highlight the differentiated aspects that are important to the target market segments
- Provide buying opportunities by directing the consumer to local retailers or through direct purchase onsite

## Tagline:

To be determined

## Product Image:



### Sites we like:

- <http://zico.com/>
- <http://www.sparklingice.com/>

### Call to Action:

- Buy Now!
- Learn More!
- Compare the benefits to other solutions

### Site Structure:

Site structure will be left to open to the designer for creative direction. This brief identifies the pages/elements/components that we would like to see on the site. How to organize/position these elements on the page will be left open to the designer to determine.

## Content:

Please use placeholders and/or stock content/images for images. Content is being developed independently and on a parallel track to this project.

Website Elements:

Element	Description
Home Page	Main landing page for direct load
Store/Cart/Checkout	This is the online store where we can sell the drink, apparel, other logo's items, etc.
Account Management	Allow registered users to manage their preferences and contact information. We will want to gather as many email addresses as possible when visitors come to the site for future marketing efforts
Where to Buy	Store locator for physical outlets where F5 can be purchased
Blog	Blog with relevant content to drive high value traffic of potential customers
Landing Pages	Custom landing pages will be created to support and track marketing efforts, i.e. landing page for QR Code to land on, landing pages to test performance of various advertising campaigns targeted at specific market segments or for A/B testing of marketing messages, etc
About Formula 5	Background, the science, FAQ's, etc.
Occam's Razor	Maybe include a separate page about William of Occam/Ockham?
About Us	Tell the company back story
Contact US	contact information for the company.
Real Life Users / Testimonials	Feature or Q&A with users of the product. Use of videos here?
Privacy Policy	self explanatory
News	Company/Product newsroom

Target Market Segments:

Segment	Why they will buy Formula 5
Thirsty People (meaning everyone)	We all experience thirst throughout the day.  Important not to tie consumption to only specific events (below)
Health/Wellness Community	Seek healthy alternative to soda
Spa Enthusiasts (connect with above?)	Seek healthy means for rehydration to maintain skin health
Competitive Athletes	Need for rehydration post-activity
Fitness Enthusiasts	Need for rehydration post-exercise
Diabetics	Seek sugar-free alternative to soda
Baby Boomers	Seek healthy alternative to soda
Elderly (at home)	As we age, we lose sense of thirst. Dehydration is serious health concern in elderly. Need for rehydration.
Elderly (Nursing Homes)	Same as above. Could be sold in bulk to institutions
Hospitals	Healthy means of rehydration for hospitalized people

Outdoor Enthusiasts (Hunters, Hikers, etc)	Need for rehydration post-activity
Firemen	Need for rehydration during work
Military	Need for rehydration during work
Long-Haul Air Travelers	Need for rehydration during flight May help prevent DVT?
OTR Truck Drivers	Need for rehydration while driving May help prevent DVT?
Residents of Warm/Hot Climate (U.S. and Int'l)	Need for frequent rehydration
Celiacs	Seek gluten-free beverages

Target Search Keywords:

Keyword	Why customers searching for this would buy F5
Sugar-free	Sugar-free beverage
Diabetic Friendly	Sugar-free beverage
Low-Glycemic/Glycaemic Index	Sugar-free beverage
Gluten-Free	Celiac friendly beverage
Vegan	No animal products
Rehydration	Looking for more effective solutions to rehydration