



Marketing Made
GRAND

Kanyen Sherwood Creative Brief

Table of Contents

Product / Brand Name	3
Purpose Of The IMC Campaign	3
Purpose Of The Product / Brand	3
Value Statement Framework	3
People: Target Marketing Description	4
Problem Statement Framework	5
User Story	5
Product / Brand / MKTG Mix Description	6
Product / Brand Value Proposition	7
Positioning Statement	7
Potential	8
Creative Strategy:	9
Brand Elements	10

Product / Brand Name

Kanyen Sherwood

Purpose Of The IMC Campaign

To add a layer of professionalism to the way I present myself as a marketer, increasing my awareness and desirability to companies for when I graduate.

Purpose Of The Product / Brand

My purpose is to increase the relationship between my company and customers while increasing my own skills along the way so that I can provide further value for the company and myself in the future.

Value Statement Framework

My Values	What Value Means
Growth	I want to be able to work on myself as a person and my skills as a marketer
Excellence	I want to produce high-quality work
Uniqueness	I want to be the only person like me
Friendliness	I want to get along with the people around me

People: Target Marketing Description

Firm Target Market	
Firmographics	<p>Mid-large sized companies with a sizable marketing department (10 people minimum)</p> <p>Has a product I personally like and believe in</p>
Psychographics	<p><u>Values:</u></p> <ul style="list-style-type: none">- Upward mobility- Growth orientated- Freedom <p><u>Attitudes:</u></p> <ul style="list-style-type: none">- Friendly- Cooperative
Geographics	<p>Northwestern Washington.</p> <p>Bellingham to Seattle</p>

Problem Statement Framework

Firm - Target Market	
I'm a	Mid-large sized company
And I'm trying to	Establish a deeper connection with my target market
But	I do not understand their needs and can not connect
Because	I lack the knowledge to make correct branding decisions
Which makes me feel	Disconnected from my target market

User Story

Firm - Target Market	
As a	Mid-large sized company
Like	MediaAlpha, Zipwhip, Niantic
Who wants	To connect more with my target market
So that	They be best positioned in the marketplace

Product / Brand / MKTG Mix Description

My own brand	
Place / Distribution Strategy	<ul style="list-style-type: none"> • Website • LinkedIn • In-person career events
Pricing Strategy	Low-middle wage for recent graduates ~\$40k per year
Product Strategy	*See table below*
Promotion Strategy	LinkedIn, emailing companies I'm interested in, networking

Customer Benefits Sought	Product Physical Features	Product Intellectual Advantages	Product Emotional Benefits
Market analysis	Quick, accurate	So branding decisions can be made with more confidence	Relaxed, more confident

Product / Brand Value Proposition

I help	Mid-Large sized companies
Connect	With their target market
By doing / providing	Research and branding

Positioning Statement

For	Mid-large sized companies
Who	Want a deeper understanding of their target market
Brand	Me
Product Category	Recent marketing graduate
That provides	internship experience, creativity, and an understanding of numbers and how to use them
Unlike	Other recent marketing graduates
Because	They don't have as much internship experience or don't understand numbers and statistics as well as I do

Potential

Communication Objective	
Awareness	Increase my LinkedIn connections to 100 by the time I graduate
Liking	Be contacted by 2 different companies directly before I graduate
Preference	Be invited to 10 interviews before I graduate
Simulate Trial	Have 3+ competing job offers to choose from when I graduate

Message Strategy Method	
Awareness	Go to clubs, events, and career fairs
Liking	Showcase my ability in a meaningful way (website, case competitions, and LinkedIn blogs)
Preference	Apply to as many potential jobs as possible
Stimulate Trial	Practice my interview skills

Persuasion: Current Tagline	
Tagline	Marketing made GRAND

Creative Strategy:

Communication Objective achieved through MSM	
Awareness	Increase my LinkedIn connections to 100 by the time I graduate by going to clubs, events, and career fairs.
Liking	Be contacted by 2 different companies directly before I graduate by showcasing my ability in a meaningful way (website, case competitions, and LinkedIn blogs)
Preference	Be invited to 10 interviews before I graduate by applying to as many potential jobs as possible
Simulate Trial	Have 3+ competing job offers to choose from when I graduate by practicing my interview skills

Brand Elements



Colors	
Dark Brown	#4a2e16
Light Brown	#744926
Sand	#FFB55C
Deep Red	#AA1F23
Ocean Blue	#2B2D7C

Fonts	
Overpass	Fira Sans

The Five Senses	
Looks like	Earthy, modern, sleek
Feels like	Sand
Tastes like	Grilled Cheese
Smells like	Fresh
Sounds like	Keyboard typing