



Outdoor-Print Campaign

Deadline: 12.03.2009 23:59 GMT

Brand: daddario

Sector: Cars, Vehicles & Accessories

Country: Italy

Category: Above The Line : Print, Out-of-home advertising

Published: 26.02.09 03:05 GMT

Budget: \$2 000

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

daddario.it primary activity is the sale of new (km 0) and used vehicles. It is the Italian leader in the sale of automobiles online.

It also rents cars short and long term.

We are opening a new showroom in Milan in April.

For visual references (sites are only in Italian): <http://www.daddario.it> and <http://blog.daddario.it>

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Develop a creative concept for a print (magazines) and outdoor (6x3m) campaign, based on a BIG BIG BIG idea!

3 Step Target Audience

[who should you influence ?]

- ∞ Men
- ∞ Age 25 - 55

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The automobile is all too often seen as a problem instead of a pleasure, as it should be.

Whether you want to buy a new or used car, rent for a day a lifetime, daddario.it has the best solution to make owning or renting an automobile a pleasure.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

- ∞ To buy/rent online is quick and easy. Our prices and process are straightforward and transparent.
- ∞ We are a leader in Italian online automobile sales
- ∞ the cars we sell are owned by us, we are not an intermediary
- ∞ We are the only company offering free delivery throughout Italy
- ∞ Satisfaction guaranteed. If not satisfied within 10gg or 100km we will take the vehicle back.

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Reliable
- ∞ Transparent
- ∞ Loyal
- ∞ Friendly and close to the consumer

7 Step Media Plan / Placement

[where will your work appear?]

Print: single page

Outdoor: 6x3m

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Dos/must:

1. The communication needs to:
 - be coherent with our corporate image
 - have a strong impact
2. Show our logo in our two corporate green colours (attached in positive and negative). Please note that we like to offset our corporate colours with the use of bright colours. The website screenshot can also be shown.
3. use for text the brand font which is Trebuchet MS but for further impact you can use strong or heavy display fonts. As a reference, attached is our last print branding campaign (more examples will be loaded on blog.daddario.it)
4. communicate our next opening in Milan also (secondary-side message)
5. be corageous because daddario.it is a courageous company. So, last but not least... BE CREATIVE !!!