



REBRANDING | NAME & LOGO

Deadline: 13.03.2010 23:59 GMT

Brand: Anonymous

Sector:

Country:

Category: Specific Creation

Published: 07.02.10 05:45 GMT

Budget: \$1 200

Status: Closed

Language of Solutions: English

1 Step Brand Builder

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

Web & mobile based Collective Buying Club: European-US start-up planning to rebrand across Global Markets (US, UK, France, Italy, Spain & Germany).

Collective buying is the best way to get big discounts on anything (clothes, health clubs, restaurants,...) and the principle behind it is very simple: people sign up for a given discount and when there are enough subscribers the deal gets approved.

Deals and discounts are local.

The Collective Buying Membership Club will bring loads of special offers to its members.

Local deals (involving 50-80% discounts) will be available for a limited timeframe, only if a minimum number of sales are done on time.

In order to get the discounts you must first join the Club.

The Collective Buying Club has a full Global scope and presents a premium thanks to an improved CRM and a strong Mobile Phone DNA.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Rebranding: identify the right BRAND (by finding the proper name for the Company), the BRAND PAY-OFF, for the existing company (both in English), and the LOGO.

3 Step Target Audience

[who should you influence ?]

Target Audience is represented by the following target groups:

1) 'SHOPPINGHOLICS':

- ∞ Age: 19-45, living in Urban centers
- ∞ Mostly females (60%)
- ∞ They are looking for unique deals
- ∞ Good education, Medium / High income
- ∞ They visit the CLUB to find interesting deal in order to improve their lifestyle
- ∞ They love Brands and buying cool stuff
- ∞ They are regular but not loyal buyers

2) THE FAMILY:

- ∞ 4-5 members: the mother is family budget owner
- ∞ They are looking for saving
- ∞ Main focus is home services and products
- ∞ They are looking for trust

- ∞ Good education and medium /high income
- ∞ They visit the CLUB in order to look for convenience and fun
- ∞ They are regular buyers and very loyal

3) THE SAVERS:

- ∞ Male, 19-35 & female, 19-45
- ∞ They are looking for new experiences and savings
- ∞ Low / medium low income
- ∞ They see the CLUB as an opportunity to try new staff
- ∞ They are regular buyers, but not loyal

4) THE ENTHUSIASTICS

- ∞ Early adopter of new trends
- ∞ Always important organizers for the others
- ∞ They are promoters of ideas and initiatives within their friends' community

4 Step Proposition

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

The name should convey immediately the core proposition of the club.

The BRAND promise:

“The more we are, the less we spend”

“ XX simplifies the life of its members offering them the best saving deals on the market and a unique lifestyle experience”

5 Step Support

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

The club offers good deals and opportunities, exclusively for members.

6 Step Character

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

Keep in mind that the key words of the brand are: trustable, convenient, fun, unique, cool and metropolitan.

7 Step Media Plan / Placement

[where will your work appear?]

All media but with strong focus on Web & Mobile.

8 Step Additional Executional Elements

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

About the BRAND-NAME: the shortest, the better.

IMPORTANT:

- 1) Please, avoid IN THE NEW BRAND NAME the words: GROUP, BUYWITH, SOCIAL, DAILYDEAL, WOW;
- 2) Please avoid IN THE BRAND PAY-OFF the words: COLLECTIVE BUYING

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