



New web design for Tutto Gonfiabili

Deadline: 05.02.2011 23:59 GMT

Brand: tuttogonfiabili

Sector: Kids Goods

Country: Italy

Category: Above The Line : Internet; Design : Graphic Design

Published: 22.10.10 12:10 GMT

Budget: \$1 200

Status: Closed

Language of Solutions: English, Italian

1 Step Brand Builder

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

Tutto Gonfiabili is a company that designs Play Areas for children, Play centres, Game Rooms, Inflatable parks and any other recreational - learning structures for children.

The products handled by our company include: Inflatable rides, Playgrounds and equipment for game rooms as well as advertising inflatable items, inflatable Christmas decorations, mini inflatable items and confectionary equipment.

In designing the various locations, Tutto Gonfiabili pays particular attention to child safety and we provide our clients with professionalism and expertise that sets us apart from the other companies on the market.

All of our products comply with regulations in force.

When opening businesses, the legislation can seem confusing and often times the incompetence of the various city hall offices discourage initiatives. Given this incompetence and confusion, our company has become a reference point for the bureaucratic process to follow when opening these types of businesses.

A practical and graphic technical support together with the kindness and professionalism of our technical staff.

Careful attention to everything that is part of the creation of these activities.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We are asking Creators to create two different outputs that are part of the same "engagement" strategy: the collection of new visitors (point 1) + gathering of their information (point 2).

a) A layout for a web marketing campaign, implemented into one of the following:

1. a banner
2. a pop-up,
3. a flash animation
4. a slide show

The objective of the campaign is to bring new visitors to our website.

In line with the graphics proposed for the layout of the campaign, the second request is:

b) Restyling of the enrolment form that is found on our site (see the attached screenshot):

1. New graphics
2. New "call to action", replacing the current "want a discount?", that has currently brought us very little results
3. Proposals for the differentiation of graphics and call to action depending on the web page and thus the type of product (for example: different proposals for Inflatable Rides, Game Rooms Equipment, Mini Inflatable items, etc.)

The fields must remain the same as the current fields: name, email, telephone, information box regarding privacy and "send" key

We want the client to be willing to leave their information so that we can then contact them by telephone and send them our newsletter.

In fact, we offer discounts to everyone who signs up to our site and technical and bureaucratic support for the starting up of their business.

We would like the form to have attractive graphics or that it is designed in a dynamic way so that the visitor (who is often more concentrated in looking at the products) has the notion that by filling out the form they can obtain the abovementioned tangible benefits.

!!!Update as of January 5, 2011

To facilitate the task and allow you to concentrate better on the job, we are only asking for a restyling of the graphic appearance of the sign-up form and its graphic positioning on the page (see list below).

The fields must remain the same as today's:

1. Name
2. E-mail
3. Telephone
4. privacy notice box and
5. "Send" key

The form must have a different graphic organization for the following pages:

1. Inflatable Merry-Go-Rounds
2. Play Equipment
3. Mini-Inflatables

We would like the form section to be personalized for the all the pages listed above (as indicated in the new file attached).

The new graphic appearance should be stylistically coordinated with the current site (www.tuttogonfiabili.it) and all the versions for each page should, in any case, follow a single graphic guideline.

We would like the personalizations to consist of a variant of: color, background, photograph, icon, etc.

In other words, the form should have a different color, photograph or illustration that is related and dedicated to the category of the page and the products it contains.

For the graphic composition, you can use the photographs on the site directly.

In addition, we would like the part above the form to be conceived dynamically (an example graphic, even a JPG, that shows the animation steps would be acceptable).

Finally, the graphic (in the part above, as is currently done now) should contain a new text message, call-to-action, intended to stimulate filling it out immediately instead of the current, simple "Would you like to receive discounts?"

The target must, in any case, understand that our company's prices are lower than the competition's.

To all those that sign-up, we offer discounts on the purchase of our products and technical and bureaucratic support for starting their own business.

!!!The end of update!!!

3 Step Target Audience

[who should you influence ?]

The target of clients from which we want to draw attention is variable.

Our ideal client is a person who want to open a Games room or a park.

Those who tend to contact us is a young target group (20 – 40 years of age), medium-high education, generally

women. This is a new type of job and thus it is difficult to identify a precise target.

In reality, our target is not really limited and does not have special needs.

To be clear, our hypothetical client can also be a "casual" client, someone who wants to start a new business and seeing our advertising banner could be stimulated by the idea of opening a business dedicated to children (Games Room – Park – Inflatable Ride Rental, Etc.)

Thus, we have a variable target that goes from a young person who is thinking about the future to a mature person who wants to change their job, or even a housewife who has older children and wants to start up their own business.

4 Step Proposition

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

Our target should understand that our company has lower costs compared to others and not because our products have a lower level of quality but because the way our company works. We have eliminated costs due to exhibitions, business representatives, canonical advertising and by basing everything on the internet, we have been able to cut a long series of intermediations that weigh on the final price of the product. Doing this, we have been able to keep our quality levels very high at a price that is lower than our competitors.

The ideal situation would be that the target fill out the form and then contact us by telephone (or ask us to contact them) because we feel that our strong point is our kindness and the competence of our operators who are often able to start up a relationship based on trust with our clients.

In the worse case scenario, the target only fills out the form.

5 Step Support

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

Because we try to create a relationship with our clients. We want to know that we are not interested in the sales but rather we want to please them, make them satisfied of what they have created. We want to grow with our clients by following their requests and we want them to continually update us.

To strengthen the trust that our clients have, we try to supply quotes in real time and we try to give them detailed advice.

It should be easy to believe in our offer because we are real, concrete and we are one of the few Italian companies that can say "come and see our products for yourself", the majority of our competitors are virtual (dealers - agents - renters who act as sellers). Our products are always in our company and we are available to show them to our clients who want to come and see them.

Our proposal is credible because it can be assessed.

6 Step Character

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

Innovative – Cheerful – Stimulating.

Innovative because those who decide to work with us is starting a job that is different than the rest.

Cheerful because together with our clients we will create a job that is not just a job but a FUN PLACE in which to work.

Stimulating because nothing is more stimulating than doing a job that has to be in step with the creativity and needs of children.

7 Step Media Plan / Placement

[where will your work appear?]

The two sections of the campaign are to be carried out simultaneously and in parallel since our website is already discreetly positioned on search engines and is constantly present on google adwords. It is fundamental that we receive new clients from the web campaign and that the visitors from ad words fill out the form.

The second phase is based on the whole site, the forms will be inserted into each page of the site.

8 Step Additional Executional Elements

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

We want the creative people to provide us with ideas on how to speed up our web campaign. Our idea is that of definitely bringing a type of business on the web that until today has only worked with representatives, agents and millions of intermediaries. We are confident that the beauty of this job could generate the interest of many people but it is fundamental that these people SEE THE IDEA.

Here is a prime example of what we can do: Many of our clients are people who have CASUALLY fallen into our products (moms who have brought their children to a party in a park created by us or dads who have watched their children play on inflatable rides at the seaside and when they calculated how much they paid for 5 minutes, they realized that it could be an interesting BUSINESS.)