



# BootB Brief

Deadline: 17.03.2008 23:59 GMT

Brand: **BootB**

Sector: Web Services

Country: United States

Category: Above The Line : Internet, Print

Published: 27.11.07 12:00 GMT

Budget: \$99 999

Status: Closed

Language of Solutions: Arabic, Chinese, English, French, German, Hindi, Indonesian, Italian, Japanese, Portuguese, Russian, Spanish

## 1 Step Brand Builder

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

BootB – is an on-line marketplace for creative pitches that provides Clients (Builders) with opportunity to publish their Briefs and gives opportunity to Executors (Creators) from all over the world to publish their Solutions to these Briefs. When the Deadline of the Brief has come, a Clients choose the winner, who gets the Budget (90% of Purchase Price).

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We want to attract companies with creative needs and individuals with imaginative flair who would like to participate in on-line pitches on [www.BootB.com](http://www.BootB.com).

## 3 Step Target Audience

[ who should you influence ? ]

The core audience is:

- ∞ Brand owners and managers looking for the realization of their creative challenges or personal projects and
- ∞ People who can solve these creative tasks – owners and managers of advertising agencies and design-studios, creative employees who work in these agencies or freelancers.

In general we are interested in everyone anywhere online with any sort of creative impulse and desire to implement it.

## 4 Step Proposition

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

We want all people with creative impulse to understand that BootB is an on-line marketplace where they have the unique opportunity to work for TOP Brands! So every creative thinking person can:

- ∞ Find interesting challenges
- ∞ Publish their own ideas how to solve the task
- ∞ And get a fortune being the best

## 5 Step Support

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

Brand owners and people who need creative Solutions do not restrict themselves to standard ways of realization of their challenges but are looking for innovative ways, like BootB. They realized that the number of creative people is not limited only to the employees in the agencies, indeed the capabilities of these employees could be uncovered over the walls of their offices. As a result – some of World's Top Brands are already onboard and many others are coming! And the seriousness of the BootB marketplace is proved by the Budgets

of the Briefs that are already published (and do not forget about the Budget of this particular BootB Brief that is \$100 000!). Also in order to solve communication problems, BootB operates in 12 languages that makes its service international.

## **6 Step** Character

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

Simple, creativity-obsessed, free-spirit, global citizen, trustworthy, virtual-friendly, diversity-attentive, child-inspired.

## **7 Step** Media Plan / Placement

[ where will your work appear? ]

This Brief is for online and print advertising.

Our best possible communications will always work on-line because BootB is an on-line marketplace. We don't impose limitations on advertising vehicles and don't write technical requirements; we are open to absolutely all Solutions that will help to accomplish the task in the most efficient mode.

All Solutions should be designed as a visualization of the idea (print or web, static or dynamic, horizontal or vertical) and description of this idea (why the idea is like that, where it should be used and so on).

## **8 Step** Additional Executional Elements

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

Please, browse through our website if you need more information.

No limits :)