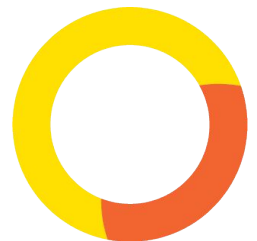




# Creative Brief

Template





## ➔ Project Title

# Paola Snaps 2024 Early Bird Booking Ad

## ➔ Project Overview

This project aims to gain potential clients within the Inner City Brisbane Area for Paola Snaps Wedding Services via a Facebook Ad. Establishing an Ad that promotes our commitment to customer satisfaction and low prices with an early bird campaign will help draw future bookings. The Ads success will be assessed through Facebook Business Suite's ability to showcase how many profiles the ad has reached and clicks within the target audience. With a \$8k starting budget, this ad aims to increase Inner Brisbane community awareness by 40%.

## → Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

Promote Paola Snaps Wedding photography to the business's local area (Brisbane City) and increase how the reach of people who are informed about our wedding services for the 2024 wedding season via Facebook ads. Furthermore promote our low prices to counter our competitors.

## → Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

The target demographic is 25–35-year-olds (high education and earning 60 – 100k salary) and newly engaged couples interested in modern and authentic photography services. These individuals are located in inner Brisbane city and are working class. This demographic enjoys the latest trends, shares online and is style-conscious. These individuals fear not capturing important moments to share in the future. Also, they worry that their wedding photography will not be candid and unprofessional.

## → Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

Bridal conventions featuring photographers in Brisbane and already established photographers on social media are big competitors. Promoting at a bridal convention in Brisbane is a big advantage as it attracts our target audience and thus Paola Snaps needs to ensure their social media marketing is well thought out.

## → Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

Paola Snaps photography for weddings offers:

- Personalised wedding photography packages,
- Expertise in all aspects including headshot and child photography for your wedding party,
- Business photography experience in portrait and candid photography,
- Satisfied customer reviews from previous work,
- Early bird booking discount offering packages cheaper than other competition.

## → Key Benefit

What is the single most important benefit of your offer for your target audience?

As wedding planning is already stressful, hiring Paola Snaps to capture your special day ensures that a skilled photographer takes your photos and that no moment is missed when looking back on your big day for years to come. Paola Snaps is a well-rounded photography service so the photography style will be unique, from headshots to memorable candid moments.

## → Problem

What important problem of your target audience is your offer solving?

Paola Snaps is solving the problem of couples unable to get their perfect moments captured at a lower cost. Many wedding organisations will boost the price due to the industry but Paola Snaps wants to ensure her clients are both fulfilled and not breaking their bank when enjoying their day.

## → Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

Paola Snaps has already experienced prior success in photography and, recently, the wedding industry. Online, Paola Snaps shares previous photography from various occasions and clients to ensure that new customers can envision their big day. As a more recent business, Paola provides that she has a close relationship with her clients so that every detail is covered and that all boxes are ticked; thus, Paola Snaps has a vast number of positive views on their website.

## → Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

**Deliverable 1**    JPEG Image

**Deliverable 2**    Facebook AD ratio of 1080 x 1080 pixels

**Deliverable 3**    High resolution and quality

## → Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Showcase a playful and unique approach to the stressful day of a wedding.  
Showcase smiling and a happy wedding party and have a casual and friendly tone to entice the customer to book in for our client focused wedding services.

## → Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy	Ensure your special day is captured with love with our wedding photography services. Book now for early bird discount on our 2024 wedding packages. #brisbaneweddings #weddingphotography #paolasnaps
Social Media	Facebook
Other	Colours: #FF2511 #C6B79B #2F2440 #BA0F30 #FFFFFF Font: Futura

## → Timeline

Projected timeline

Over a two month period: starting November 30th to January 30th.

Important dates/deadlines

Booking deal ending: January 30th  
Brisbane Wedding Expo: January 10th

## → Budget

Amount	Starting at \$8k and can be adjusted with total revenue.
Financial Sources	Prior clients, Marketing Budget and sponsors.
Notes	To be approved by Paola (the owner).



## → Comments and Approval

Contact Name and Title

Paola, Owner of Paola Snaps (Head photographer)

Comments

I approve this ad, and if successful, I would like to extend this promotion for more customers into the following month to ensure a fully booked calendar with clients. Ensuring we promote our ad and services on wedding conventions and expo days is also essential to ensure we are at the forefront of our target customers' minds.

Date

18/11/23

Signature

PAOLA



---

---

---

