

Brand Marketing Brief



**Quest
Assignments^{LLC}**
Brand Marketing

- PROJECT:** [REDACTED] Web Site Redesign
- DELIVERABLES:** Web site, illustrations, promotional graphics,
Flash video, icons, DHTML Google searchable navigation
- SIGNOFF LIST:** [REDACTED]
- OBJECTIVES:** Redesign the [REDACTED] website to brand the company as the world leader of [REDACTED] business environments. Allow [REDACTED] target audiences to easily and quickly select a [REDACTED] vendor.
- SERVICE POSITIONING:** [REDACTED] are live, highly interactive [REDACTED] — conducted online using only a web browser. Xxxx has powered over 300 [REDACTED] for enterprise clients including Juniper, Cisco Systems, eBay, Google and IBM
- TARGET AUDIENCE:** 70%: Enterprise marketing management requiring new leads and customer/prospect education
20%: Recruitment managers for hiring
10%: Media companies for new sources of revenue with sponsored events
- EXISTING BELIEFS:** I've never held a [REDACTED] Do I need to have [REDACTED]?
Will my brand be diluted with an [REDACTED]? Is this [REDACTED]?
- PROPOSED BELIEFS:** [REDACTED] allow my customers and prospects to engage in live, [REDACTED], seminars and job fairs. Many brand-conscious Fortune 500 enterprise and media companies, including Google and Juniper, have held successful international [REDACTED] in up to 10 languages. [REDACTED] are highly cost effective with excellent ROI. With [REDACTED] consulting services, we can easily set up, manage and host a [REDACTED] with full tracking of all qualified leads and event statistics. [REDACTED] offers:
- leadership
 - results
 - excellent client roster
 - great services
 - best practices
- DECISION CRITERIA:** Which [REDACTED] provider has a successful history of events and clients?
Are [REDACTED] the most cost-effective lead generation activity?
Do I have the resources to organize and manage my own [REDACTED]?
Can I track attendee leads and metrics? Will my brand(s) successfully transition to an [REDACTED]?
Can I experience and easily check out a [REDACTED] on the [REDACTED] web site hassle-free?
- COMPETITIVE ISSUES:** Competitors include Microsoft, Yahoo! and [REDACTED].com
- KEY SERVICE BENEFITS:** Works from any web browser with multiple language support.
300 clients to date including Juniper & Google.
Off-the-shelf solutions available with optional consulting services.
Great ROI, qualified sales leads and point-and-click web-based reporting.
- BRAND PERSONALITY:** [REDACTED] is an upbeat, energetic, approachable professional brand with a fresh, clean, business emphasis (c.f. iPhone). Not over-caffeinated. Open and spacious visuals. Orange blue vistas.
- BRAND EXPERIENCE:** It's easy to experience an [REDACTED] - all you need is any web browser.
- BRAND ASSETS** [REDACTED] logo; blue and red colors; arial (web); Flash video; [REDACTED] landscapes.
- TAGLINE:** 'Powering the [REDACTED]'
- KEY VISUALS:** [REDACTED] landscapes; product icons
- OFFER:** Free Test Drive
- HOOKS:** Free PDF Download: 7 Things You Need To Know About [REDACTED]

REVISION: 3.1

DATE: April 3rd, 2008

DEADLINE: May 28th, 2008