



Brief

On the following pages, you will find a series of questions relating to your brand. It may seem, like a lot, but we assure you, that each of these can prove vital to your project. Your answers will remain confidential and will not be judged in any way. Therefore, please give honest and specific answers. It is simple: the more we learn about you at this stage, the better the effects of our cooperation.

The brief is divided into 9 sections. For each question you will find an input field for your answer. Usually, there is a short, helpful description under each question, to guide you through the process. The task should not take more than 30 minutes of your time. When finished you can email the attached PDF to: studio@wemakevisual.ie

1. Initial information

Company Name

Name

Position

E-mail

Phone

2. Brand details

What is the name of your brand?



What does your brand offer?

What products or services does your brand offer? How long has it been on the market? Please provide a short description of the offer.

B2C
Spa gift vouchers
Spa discovery platform

What differentiates your brand from the competition?

How is your offer better or different from the products and services of the competition?

We are the only dedicated spa discovery platform in Ireland
A spa gift voucher is a gift of a wish of wellbeing for someone

What channels of communication have your customers been using to interact with your brand?

Those include traditional media as well as a website or social media.

80% website
20% social

3. Target group

Who is your customer? Please select one (X) and describe briefly.

The narrower and more specific the target group is, the better we can fit the methods of communication.

If you are targeting a wide audience, please divide it into segments and describe each individually.

☐	I am targeting a narrow audience	☒	I am targeting a wide audience
		Irish people gifting	
		Irish people looking for spa breaks	
		Irish spas looking to bring in new business	



Who would be your ideal client?

Imagine a person who you would consider the perfect client and describe them by answering the following questions.

How old are they?	30
Where do they live?	Ireland
What are their interests?	Shopping
What is their occupation?	An above average salary
Other ideas?	

What media do your customers use on a daily basis?

Do they tend to favour traditional media – radio, press, TV? Or are they mostly internet users?

Mostly digital

What needs of the target group does your brand satisfy?

Apart from the basic needs, a brand may fulfil a range of emotional and lifestyle needs. E.g. The need for convenience, for aesthetics etc.

Convinient gift solution - easy to buy Thoughtfull - makes the purchaser the hero when gifting

What are the benefits of choosing your offer?

What are the benefits of choosing your brand? E.g. saving time, standing out, saving money etc.

Saves time and effort while appearing very considered



4. Personality

Below you will find set of traits. Please select (X) an appropriate box for your brand on each scale. 0 means that the trait does not apply to your brand at all, while 5 means it perfectly describes it.

	0	1	2	3	4	5
available	☐	☐	☐	☐	☒	☐
cheap	☐	☒	☐	☐	☐	☐
classical	☐	☐	☒	☐	☐	☐
dynamic	☐	☐	☐	☐	☒	☐
elaborate	☐	☐	☐	☒	☐	☐
elastic	☐	☐	☒	☐	☐	☐
elite	☐	☐	☐	☐	☒	☐
exclusive	☐	☐	☐	☒	☐	☐
expensive	☐	☐	☐	☒	☐	☐
humorous	☐	☒	☐	☐	☐	☐
innovative	☐	☐	☐	☐	☒	☐
leading	☐	☐	☐	☐	☒	☐
loud	☐	☐	☐	☒	☐	☐
luxurious	☐	☐	☐	☐	☐	☒
modern	☐	☐	☐	☐	☒	☐
popular	☐	☐	☐	☒	☐	☐
quiet	☐	☐	☒	☐	☐	☐
reserved	☐	☐	☐	☒	☐	☐
serious	☐	☐	☐	☒	☐	☐
simple	☐	☐	☐	☒	☐	☐
solid	☐	☐	☐	☐	☒	☐
static	☐	☒	☐	☐	☐	☐
traditional	☐	☒	☐	☐	☐	☐
unobtrusive	☐	☒	☐	☐	☐	☐
vivid	☐	☐	☐	☒	☐	☐



What is the mission of your brand?

The mission is an elevated statement which guides the brand. It may not be obvious to everybody but should be visible for a careful observer.
E.g. the mission of Coca-Cola is ,To refresh the world”.

To bring wellness into people's lives through spa experiences

What is the goal of your brand?

The goals are means to fulfilling the mission. E.g. Coca-Cola's goal is to provide a wide variety of drinks to every corner of the World.

What are the core values of your brand?

E.g.: for Coca Cola they are: family, happiness and passion.

aspiration, wellbeing, care

In what words should your brand be described by a person who is interacting with it for the very first time?

It's really nice and so handy they work with amazing spas in Ireland

What is the Big Idea behind your brand?

A Big Idea is one or two short sentences which sum up everything that the brand stands for. It holds the essence of the brand. Sometimes, the Big Idea can become the brand's claim e.g.: Apple's ,Think Different”.

Something like "spreading wellbeing"

In your words describe what your brand is not.

tacky, deal based, scam



5. Competition

The Competition.

Please fill the table below with at least three examples of Your competition.

Name	Website	Description (3-4 sentences)	Difference to Your offer	Importance on the market (1-5 scale)
SpasBreaks.com	SpasBreaks.com	UK based, they are very similar	that they book spa packages for customers	4
HotelandSpaResorts.com	HotelandSpaResorts.com	They are Irish and they allow people to buy gift vouchers for spa hotels	they have 10000 hotels they can book with	4
Irelands blue book	https://www.irelands-blue-book.ie/	They are Irish. They partner with select Irish venues. Most of their revenue comes from voucher sales	They work with all types of high end venues	3
spafinder.com	https://www.spafinder.com/	USA based. This is where I got the idea for Spas.ie from so similar setup	You can book packages with them	3
Original Irish Hotels	https://www.originalirishhotels.com/	Irish business. A sort of rival to Ireland Blue Book. Not very active in promotion.	They only work with Hotels	2



What are the characteristics of your market?

Is it specific in any way? What are the rules? Is it monopolized? What principles is competition based on?

Open market. The main barrier to entry would be building a brand that is trusted enough for you to buy a voucher

Have you noticed any important trends on the market?

E.g. new technological solutions or focusing on a specific product trait.

email vouchers and last minute ordering of vouchers is now the main characteristic of gifting

6. Design evaluation

How highy do you rate (1-10) the importance of good design and branding and the investment that it requires for your service/business/organisation where 1 is not very important and 10 is extremely important

1	2	3	4	5	6	7	8	9	10
								✓	

7. Project scope

In order to put a costings together on the project as a whole can you give an indication as to elements that are required as part of the branding and communications requirement.

Print

- ☒ Logo ☐ Stationery ☒ Brochure ☐ Flyer ☐ Report ☒ Packaging
- ☐ Signage ☐ Wayfinding ☐ Display stands ☐ P.O.S.

Other (please specify)

Screen

- ☒ Website ☐ E-newsletter ☐ Email signature ☐ Social media slides ☐ Video/Animation

Other (please specify)



8. Schedule

Is there a definite schedule for the project that is important to meet?

no

9. Additional Information

Do you have a website? If so, please write the address below.

spas.ie

Is there any other additional information that you feel is important for us to know?