

**Submitted By:**

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**Client:**

BlackBerry

**Objective:**

*What are your client's advertising objectives? Objective must be specific, realistic and measurable. How will your message maximize their profits or return on investment?*

My client is trying to be a breakout competitor in the ever-changing world of technology. Our plan is to become the leader in a new genre of smartphones, secondary smartphones. We plan to produce smartphones intended for business related endeavors including planning, easily accessible documents no matter how large, etc. We are going to create a digital assistant.

**Current consumer trends:**

*Describe your client's brand position, compared to competitors; describe the overall market for this product or service.*

We intend to create a new market of cellphones for business men and women of the world. Consumers are seeing a rise in the number of personal devices they carry around and we intend to take full advantage of that by marketing our product, not as the *one* device you need, but the device not for personal use. It's not personal, it's business. The top selling cellphone company is Samsung according to [businesstech.co.za](http://businesstech.co.za), and if you can't beat them join them. Consumers tend to be very loyal to their brands, that is why we need to not try to take the competitors down, but make the consumer believe our new product pairs nicely with any smartphone you may already use.

**Audience:**

*Who are they? Retail, institutional or business-to-business customers? What are their relevant demographics: race/ethnicity, sex, job, income, education level? Any relevant attitudes, dispositions?*

Our new audience will be the business people of the world. According to [inc.com](http://inc.com) American entrepreneurs are typically white males between the ages of 20 and 44. However, we will be marketing, not only to entrepreneurs, but people working fast-paced, stressful environments. We will have a far wider outreach this way.

**What does our audience think?**

What are the likes, dislikes and biases of this audience?

Currently our audience is particularly small and consumers believe our products are incapable of standing up to our competitors. Currently our audience did not like the bulky design of our Porsche designed phone. However, according to [techradar.com](http://techradar.com) our latest phone has great hardware and capabilities, but a confusing motion gestures and too small of an elitist audience.

**What do we want them to think?**

We want our audience to think our phone is for any on-the-go, working class person. We want them to believe that our phones are not meant to replace your personal cellphone, but complement it by taking care of business related endeavors.

**Unique selling point:**

Since our phone will focus less on the mainstream things personal cellphones do like that of music, social media, and camera quality we can focus on things like storage, personal assistant abilities, time management, and easily understandable user interfaces. This will also allow us to cut down on costs and make our phones cheaper as to broaden our target audience.

**Why the audience will believe the message:**

*Include tangibles, intangibles, features, and benefits.*

Our message is a true statement. We understand that our consumers believe that we cannot beat our competitors and only wish to build a new brand and new genre of smartphones for the business world.

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### **Tone**

*What tone should the creative staff use?*

We will present a “Why can’t we be friends” mentality. This will be kind gesture to our competitors and for our consumers to recognize our brand change.

### **Mandatories:**

*To include colors, fonts, logos, social media mentions, and contact information.*

Our new product will come in a large variety of colors in order to help consumers match or complement their personal devices.

McCann, J. (2013, November 19). Hands on: BlackBerry Porsche Design P'9982. Retrieved from <https://www.techradar.com/reviews/phones/mobile-phones/blackberry-porsche-design-p9982-1200770/review>

### **Sources:**

*List sources in APA format, but include in-text citations.*

McDermott, J. (2012, June 29). Who's an Entrepreneur Now? Retrieved from <https://www.inc.com/john-mcdermott/entrepreneur-demographics-whos-an-entrepreneur-now.html>

Top 10 best-selling smartphone brands in the world right now. (2018, August 2). Retrieved from <https://businesstech.co.za/news/mobile/262671/top-10-best-selling-smartphone-brands-in-the-world-right-now/>

*Adapted from Advertising Agency Creative Brief /Docstoc.com; Two Pens/Cynthia Hartwig; Adcracker.com; “Writing a design brief” by Karen DeFelice, Canva, <https://designschool.canva.com/blog/effective-design-brief/>*