**Creative Brief**

**Client –** Crayola CRAYONS – 16 pack by A Hallmark Company

**Key Objective:** To increase the sales in existing customers.

**Situation:** Crayola owns the market of children crafts. It is trusted for it’s quality. Crayola has a great relationship with elementary school teachers offering craft ideas and school materials.

**Target Market:** The target market is mothers aged 25 – 35 years age, with one or more children aged between 4-10. These households earn somewhere between $50,000 - $70,000 per year and live either in the suburbs or inner cities. Their childhoods had included Crayola and they have already bout their children a pack of their own. They do not believe in replacing crayons regularly.

**Psychographics:** Parents fear raising little human beings and are willing to do anything to be a good parent. They are largely made up of millennials. They want to be involved with their child as opposed monitoring them.

**What do they think now?:** Crayola is a cornerstone American childhood. It promotes imagination and positivity.

**How do we want them to hold the brand in their mind?:** The imagination that Crayola gives children lasts as long as the crayon does.

**IMC elements:** 2 – 30 second radio spots

**Brand Personality:** Crayola is passionate about helping parents and educators raise creatively alive children who we believe will grow to be inspired, original adults.

**ONE idea:**  Using Crayola makes happy children today and successful adults tomorrow.

**BENEFIT:** My friends and family say I should get into fine dining.

**Feel:** Confident Parent.

**Think:** I am doing everything I can to let my child blossom.

**Do:** Have at least an hour of Creative activities with their children everyday using Crayola.

**Call to action:** Refill your child’s imagination.

**Creative Guidelines:** Imagination and growth should be the most stated phrases. Must not say crayons, but Crayola crayons.

**SWOT**

**Strengths:**

* Website that helps teachers and parents
* Trusted and loved brand
* Unique smell
* Diverse products

**Weakness:**

* Messy
* Seen as Childish

**Opportunities:**

* Adult coloring books

**Threats:**

* “Inexpensive alternatives”
* Electronics

**SWOT Analysis:** Crayola owns the art supplies market for children. They are smaller “off-brand art supplies for children but it is known Crayola that is the best. It is a cornerstone of an American childhood and is synonymous with creativity, growth and happiness. There is an opportunity to make coloring an opportunity of making coloring an activity for parents to do alongside children. The biggest threat of Crayola is the digital age and electronics being in the hands of younger and younger.

**The Market Profile:**



Tammy Herbert is 29 years old has been married for 7 years to her husband Tim. They have 2 children, Jacob who is 6 and Sarah who is 4. Her life is centered around her children though she works she has chosen her job to best suit her children. Previously she worked late nights at a hospital but now works at an office with a daycare facility. She spends a lot time planning playgroups and trying new activities with her children. They have tried hiking to making models. Tammy believes that doing several activities is better for her children’s development. She believes that she can screw up her children by not parenting correctly. Though Tim supports their children and believes their development is important, he is not as involved as Tammy. They plan most of their activities around the children they plan a date night or friend’s night where they can do “adult” activities while their children are with a sitter and it is the night they look forward to. They believe that television and internet time should educational and restricted to no more than 2 hours a day. Though life of a working mother is stressful she tries her best to maintain happy growth oriented environment in the household.

**The Strategy Statement:** A Hallmark Company want to increase sales by 15%. I plan to do this by breaching into the 25-35 age market of female parents. They will find the income to develop their children. Focus set on growing your child’s imagination. We plan to sell the product on the “The Loudest Silent Activity” strategy.

**The Positioning Statement:** To new parents, Crayola CRAYONS is the childhood activity that will develop your child into original successful adult.

**Research:** The majority of research is spread throughout making of this document but is kept on a separate document, and can be can given when needed. It consists of an email from the Crayola office, Facebook discussions, opinion articles and articles discussing recent statistical data,