PROJECT CREATIVE BRIEF

PURPOSE: The more I know about you, your business, your product, or your service the better I’m able to isolate and focus on an appropriate design solution that will enable you to market yourself more successfully. So don’t assume I’ll be familiar with any of your industry terminology, or processes; elaborate where you feel is warranted and please think through the questions thoroughly and with a careful attention to detail. This process allows me to design from an informed perspective and is geared to help you think through not just what you like but more importantly what your audience will find relevant and captivating, what will engage a potential customer and thus make your business more successful. Type your answers directly below each question. Keep your responses to the point and succinct as possible but provide needed detail when you think it would be helpful. In general more information is always better than not enough so don’t force brevity. After reviewing your answers I will follow up with any additional questions to clarify any information or glean additional insight I might need before proceeding with the creative process.

NAME: __Skyway Cafe________________ SIGNATURE: __________________________________________ DATE: ________________

WHO ARE YOU?
What is your business, product or service? What is your business, product or service name? Do you have or want a slogan or tagline? The Skyway Café is located at Felts Field in Spokane, WA. Breakfast is served all day and all meals have huge portions. Nothing beats watching small planes and helicopters land and take off while you enjoy your heaping mound of hash browns. This is a great place to take friends/ family for a relaxing Sunday brunch. The décor is aircraft themed, model planes hang from the ceiling and plane art hangs throughout.

YOUR OBJECTIVES
Where do you want to go with your business? How would you like to see your business grow? What are your short range goals after launching? The cafe’s identity is linked to the airport, and the historic terminal building. We plan to improve service within the bounds of the facility. A second cafe near the Spokane International Airport is a possible, but unlikely at this time.

DESIRED RESULTS & VISION
How would you like your business to be perceived by those experiencing it on a daily basis? They should find it comfortable, friendly, and affordable.

TARGET MARKET
Who is your audience? Your primary demographic focus? How do you see your business engaging with them? Located at the airport and themed with aeronautic decor, the primary audience will have an interest in aviation, either as fans or those involved in the use or operation of aircraft.

COMPETITION
Who is your primary national or local competition? (Directly or Indirectly) How is your company different from them? There are no nearby restaurants and no other aviation themed competitors. We must retain the customers who frequent the airport, and attach aviation enthusiasts.

SUCCESS CRITERIA
Define how you will judge a successful project? We will look at the menu’s ease of use, and increased traffic. Improvements attributable to the web site would be great; if we can track them.

PROJECT VOICE
What do you want your identity to say about you? How would you like to see people react to it? What personality should your brand have? The aviation community should be reflected in our brand. Aviation folks are very competent at anything they do. They value expertise, organization, adventure, performance at a high level, and a sense of duty and mission. The brand should reflect the extensive heritage of aviation in Spokane.
COLOR PREFERENCES
What is your favorite and least favorite color? Explain why. Favorite colors are those associated with aircraft makings. These would be primary colors, red, blue, yellow, green, white. Least favorite are the subtle earth tones and pastels. They don’t make a bold statement or stand out...for safety in the air. Traditional materials: brass, aluminum, leather flight jackets, canvas, wooden propellers, etc. are good.

GAUGING PERCEPTION
Name a brand logo you like and explain why. What is something most people like that you don’t like or care for in respect to it’s design aesthetics? We like logos from the 30s and 40s. The Army Air Corps logos are good. The lettering was hand-crafted, and the shapes were unambiguous, like stars, props, wings, etc. We aren’t fond of the new corporate logos such as Airbus, it looks like they could be growers of mushrooms.

EQUITY
Where would you like to be in ten years with your business? Still here, well-established and stable

KEYWORDS
What keywords best describe your business?

- Dependable
- Established
- Enthusiastic
- Fun
- Precision
- Progressive
- Edgy
- Unique
- Serious
- Original
- Traditional
- Strong
- Integrity
- Hi-tech
- Edgy
- Authentic
- Practical
- Effective
- Mainstream
- Forward
- Unique
- Edgy
- Modern

ADDITIONAL INPUT
This is your opportunity to be part of the creative direction. Feel free to share any additional comments you think are important to take into consideration as I begin the creative process. If you have any visuals that clarify your input in this brief please include those within an email and send them along with your filled out brief to: info@glitschka.com

The current web site, http://www.skywaycafe.com, has links to many pictures and videos of the cafe, the airport, events, and history. More about the food and service. We pride ourselves on speedy and friendly service; and our food in traditional American-style, high quality, and we serve big portions so no one leaves hungry. We cater to children’s parties and large groups of friends. We are currently specializing in breakfasts and lunches.

Email this brief back to: info@glitschka.com
Mail Half Down Deposit on project to: (Request payment by CC. We process all CC payments via Paypal.com)
Glitschka Studios
1976 Fitzpatrick Ave SE
Salem, OR 97306