**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 in 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.

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**NAME:** Working name: Pebbles Restaurant
**SIGNATURE:** ____________________________________________
**DATE:** __________

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**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? Pebbles is searching for a suitable location in Spokane, WA. We plan to serve high-quality food in the upper middle price range. The mood will be dignified and relaxed, the menu will strive to include locally-sourced and responsibly-grown ingredients.

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**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? We would like to establish ourselves as a top-of-mind destination for lunches and evening dining.

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**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. They should identify the restaurant with healthy eating and environmental responsibility.

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**TARGET MARKET**

Who is your audience? Your primary demographic focus? How do you see your business engaging with them? We plan to locate close to retail/business office operations. We hope to appeal to upscale shoppers, business people, and workers for lunch through happy hour. These clients will provide word-of-mouth endorsements to grow our reputation as an evening dining destination.

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**COMPETITION**

Who is your primary national or local competition? (Directly or Indirectly) How is your company different from them? We will compete with other locally-owned restaurants. We would look to the Inlander Readers’ Polls for a list of competing dining destinations. When we decide on our own location, we will look at the other food providers within a one-mile radius; the lunch business will compete with all food providers.

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**SUCCESS CRITERIA**

Define how you will judge a successful project? We will look at the menu’s ease of use; readability, story-telling for our food and mission, and affordable production and upgrading costs. Easy access on smart phones is very important. Results attributable to the web site would be great; if we can track them.

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**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? We want to define ourselves and nice people who love to cook good, health food. We want to make it clear we are responsible members of the community, we are locally owned and care about our environment.
COLOR PREFERENCES
What is your favorite and least favorite color? Explain why. We are entertaining suggestions on the colors. It is likely our color scheme will not be the strong aggressive style of fast food chains.

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 its design aesthetics? We admire the Luna restaurant for its food and image, Trader Joe’s for the wholesome, authentic, and practical qualities, and Bennidito’s Pizza for its friendly mood and locally inspired menu items.

EQUITY
Where would you like to be in ten years with your business? Still here, well-established and stable. Offering catering for business meetings is a long-range goal.

KEYWORDS
What keywords best describe your business?

- Dependable
- Progressive
- Traditional
- Forward
- Established
- Edgy
- Strong
- Authentic
- Enthusiastic
- Unique
- Integrity
- Fun
- Strong
- Practical
- Effective
- Precision
- Original
- Mainstream
- 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 to us with your filled out brief.

Our name and logo. At the early stages of planning we needed a name and identity to focus our energies. We came up with Pebbles as a safe solution. It has served us well as a generic container for our visions; one that does not evoke a particular style of cuisine or atmosphere. It suggests throwing pebbles into water but that is not a significant part of our current brand vision.

We can live with an updated version of Pebbles; or we can adopt a fresh new approach.

When we locate our building, we may pickup some inspiration from the environment or history of the place; and we will rethink the name and brand. You may proceed with the existing brand, or revamp the logo, or propose a totally new brand.