



Formal Invitations

Case Study/Creative Brief Discussion

January 13, 2014

BEC 382

Formal-Invitations.com Case Study

Founded by Melissa Nyssen in 1996

Wedding invitations featuring unique papers (handmade petal, metallic, prints, solids) and embellishments in DIY kits or printed and assembled



Why a Formal Invitations Case Study?

Most marketers don't have the luxury of being in their own target markets

Most small- to mid-sized businesses are too busy creating and servicing to market well

Good example of how digital can turn a local business to a national/global business

Owner is local



Melissa

Who are you?

What do you do?

Why are you doing it?

What has been your experience to date with digital marketing?



Creative Brief



Creative Brief

“The box that creatives can solve a problem in” or instructions for the creative team based on meetings with client.

Includes:

Why: Background of project, problem you’re solving, measurable objectives of advertising

Who: Target market and insights

What: Selling proposition

Where: The media used to reach the market

When/Who/How much: Administrative details (schedule, team, budget)



Creative Brief

Project Name:	Start Date:	Type of Project:
Project Owner:	Approval Dates:	<input type="checkbox"/> Creative Services
Stakeholders:	Delivery Date:	<input type="checkbox"/> Marketing
Creative Budget:		<input type="checkbox"/> Publicity
Quantity Needed:		
Deliver to:		

Part 1

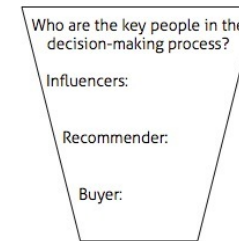
What problem are we solving?

re there with this project?

What creative communication(s) are we producing?

the client's perspective that must be addressed to make this a

- | | | |
|--|--|--|
| <input type="checkbox"/> Print Ad | <input type="checkbox"/> Brochure | <input type="checkbox"/> Book Cover |
| <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Direct Mail Package | <input type="checkbox"/> Signage |
| <input type="checkbox"/> TV Ad | <input type="checkbox"/> Sales Sheet | <input type="checkbox"/> Logo/Identity |
| <input type="checkbox"/> Web Banner Ad | <input type="checkbox"/> Postcard | <input type="checkbox"/> Web site/Landing Page |
| <input type="checkbox"/> Email Blast | <input type="checkbox"/> Publicity | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Other(specify) |



Why are we producing this?

illing current products to new
ers
illing new products to new
ers

- | | |
|---|---|
| <input type="checkbox"/> Increase use/purchase of current customers | <input type="checkbox"/> Information/Support Materials |
| <input type="checkbox"/> Create new customers | <input type="checkbox"/> Enhance customer experience/ retention |
| <input type="checkbox"/> Convert others' customers | <input type="checkbox"/> Other (specify) |

erize the people most likely to buy and recommend this product?

What are the "mandatories" of this project?

What deep insights do we have about the target customers that need to drive the project?

What are the best customer contact points for our message?

What are the top keywords that customers would use in searches for this type of product?



The Problem

How does a small business compete with large corporations in the digital space?

How to raise awareness

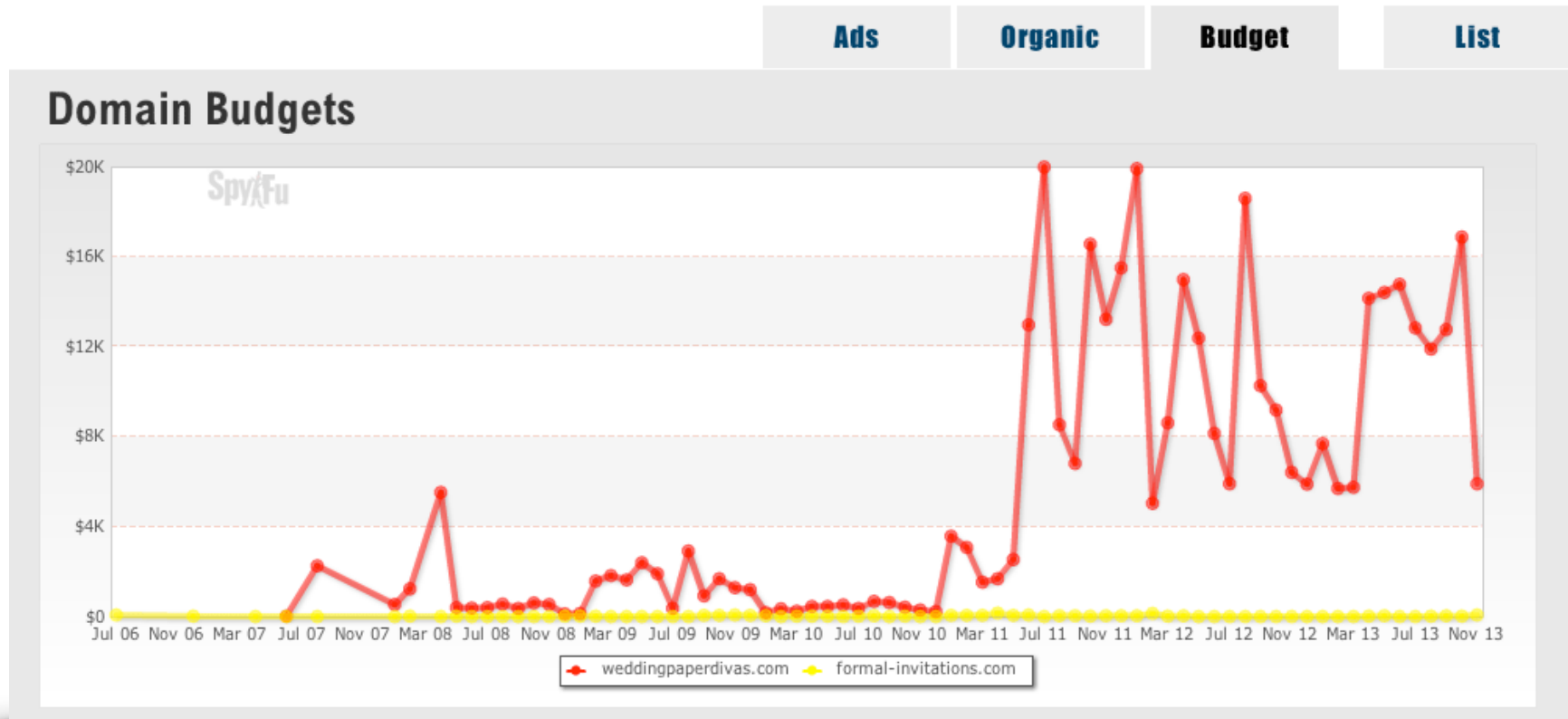
How to neutralize bigger budgets

How to correct the perception of Formal-Invitations as a commodity product

Declining market for printed wedding invitations



Big-Spender Competitors



The Objective

Increase sales 10% over 2013 results



Target Market

Middle to upper class, engaged women,
age 20-40 in Southern states



“Isabelle”



Features and Benefits

Features	Benefits	Emotional Drivers
unique papers	interesting	feels personal
embellishments	different than most cards	feels different, special
diy option	saves money	feels proud, frugal
green	earth-friendly	feels responsible, trendy



Initial Keywords

wedding invitations

diy wedding invitations

unique wedding invitations

cheap wedding invitations

rustic wedding invitations

purple wedding invitations

wedding announcements



Barriers

Mega-company competitors

Cost prohibitive to offer free samples, but competitors do

Quality hard to show



Competitors

weddingpaperdivas.com

minted.com

paper-source.com

zazzle.com

lcipaper.com



Promise

One-of-a-kind, beautiful, affordable invitations, using fine eco-papers and keepsake embellishments

We will help express how deeply you feel about your marriage and your guests.

Start the experience right: Invitations are the first part of the event you'll share with your guests.



For next class (1/27)

digital marketing

Wheaton College

Syllabus

Read & Respond

Collaborate & Apply

Resources

LucyBlue Materials

Class Web Accounts

Contact

Home >

Welcome to Digital Marketing BEC 382-1

Edit this page

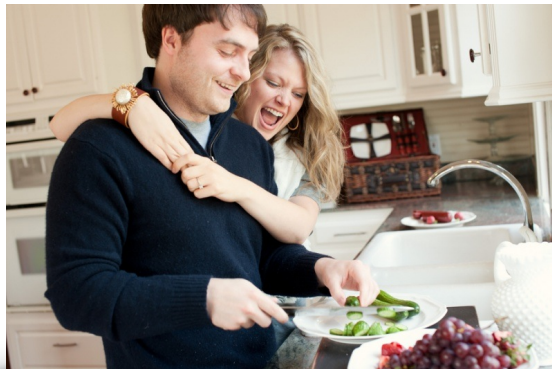
Welcome

POSTED BY ADMIN ON 10:33 AM IN HOME PAGE NEWS | 0 COMMENTS

Welcome to Digital Marketing. I'm glad you're here.

Together we'll be learning about-no, actually *doing*-some of the key activities that drive digital marketing campaigns. The goal is for you to be able to say, "Yeah, I know that," or "Sure, I've done that" when you enter the work force and someone asks you about various tools or tactics in the digital and social media marketing areas. And if you don't know it or haven't done it, you'll know where to find it.

This class will help you whether you go into marketing or sales, finance or operations. Digital touches everything.



SurveyMonkey®

Home My Surveys Survey Services Plans & Pricing

ALL SURVEYS Search titles

TITLE	MODIFIED	RESPONSES	ACTIONS
CGC College Survey Created December, 03 2013	12/13/13	1	
Pine Cove Male Counselor... Created July, 24 2013	11/24/13	539	
Foundations for Laity Re... Created June, 20 2013	10/29/13	903	
FONA Marketing Research Created June, 02 2013	10/28/13	375	
Christian Camps Parent S... Created August, 20 2013	10/28/13	337	
Trinity Baptist Church A... Created May, 23 2013	10/15/13	378	
CC Camper Survey Created August, 20 2013	10/14/13	153	
LDP WILD Created August, 20 2013	09/13/13	55	
Faulkner University Adul... Created June, 18 2013	08/14/13	27	
Faulkner University Curr... Created June, 18 2013	08/01/13	92	

+ Create Survey

ALL SURVEYS: 1 - 10 of 82



Assignment Detail

Set up a Google Adwords account.

Develop a list of at least 20 keywords and phrases. Post your list on the class blog.

Get to know team members; look ahead at assignments and determine how you'll work together. Create an agency name, logo, secret handshake. Have some fun.

Create a 10-question survey to gain insights into the target Formal-Invitations prospect. You will present your results in a 10-minute (not longer!) Powerpoint or Keynote format to the class on 1/27.

Look ahead—you have an extra week.



5 THINGS



