

### **Be Inspired\***

Look around you at the packaging on your food, the posters on the billboards and the glossy bags hanging off the arms of satisfied shoppers. Identify the logos and brands that appeal to you and list off five – they don't have to be famous brands, but Nike is fine too. Just pick five and try to explain what it is that appeals. Colour, typography, impact, etc.

### **Be Critical**

Maybe there is a brand you have seen recently that you hate. An industry competitor perhaps? If there is, then put the knife in and tell us why.

### **Be Industry Specific\***

List off your five closest industry competitors and let us know what it is you like/dislike about their websites and brands.

### **Be Personal**

Try and summarise what the tone of your business will be. If your brand was a person who would it be?

### **Be Creative**

Create your own mood board/scrapbook. Buy three magazines and cut out images that you think would appeal to your target market. (Most relevant for Consumer brands. Make sure they are aspirational images that appeal to you as well.)

### **Be Brief**

In less than 200 words try to summarise what your company does, who its target market is and where you want to be as a business in 5 years time.

### **ASSETS NEEDED TO BE SENT ACROSS OR EMAILED A WEEK IN ADVANCE:**

- Answers to the above questions with relevant urls for competitors' websites.  
(\* items are essential)
- Any mood boards
- All assets for building the website. i.e. a clear sitemap, all copy for the site to be emailed over as a Word document, all photos to be used on the site.  
(PLEASE NOTE THESE FINAL ASSETS ARE ESSENTIAL)