

CREATIVE BRIEF

Company Name	<i>The prepped baddies</i>
Company Background & Product / Service Sold	<p><i>Write your about us paragraph and select what products or services you are selling</i></p> <p><i>The prepped baddies is a business to sell planners to help baddies across America stay on time. The last thing that should be on a baddies mind is being late. Being on time, prepared, and accomplishing all our goals. We offer planners for gym baddie, scholar babes, clocking it(clocking in) baddies, motivational baddies and stickers to follow for many styles and purposes.</i></p>
Project Objective	<p><i>Your website should be centered around promoting a product, service, or an event. What product / service / event will you be focusing on? This could be a big sale, a product release, a new service or feature etc.</i></p> <p><i>The main product I'll be focusing on for the site promotion is 25/26 school year planner releases.</i></p>

<p>Target Audience</p>	<p><i>What demographic are you targeting?</i></p> <p><i>My target audience is mainly young females. My planners are mainly a digital product. To help people with an iPad not have to carry so many different items. Especially our student girlys they already must carry textbooks, and school supplies a digital planner would help students lighten the load plus it will always be accessible to stay on task.</i></p>
<p>Brand Voice</p>	<p><i>What is the tonality of your brand?</i></p> <p><i>The tonality of my brand is empowering, trendy, relatable, and feminine. I feel like my brand name speaks for itself and encourage baddies to take control of their life and stay organized.</i></p>
<p>Typography</p>	<p><i>What font will you use on your website?</i></p> <p><i>Bebas Neue Helvetica</i></p>
<p>Color Palette</p>	<p><i>#FFFFFF #FFD4F3 #FFA9E7 #FF84E8</i></p> <p><i>Preferably an all pink palate.</i></p>

Logo	<i>My logo will be tab dividers or a tablet with a journal in it.</i>
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research

1. <https://passionplanner.com/>
when you first open the app you are displayed with a promotional pop up. This would be a great way to promote a new product.
The site has no interest and is not engaging at all.
2. <https://bloomplanners.com/collections/digital-planning?srsltid=AfmBOopaLWgTKNYqr2CT-4hZYxnN5hf3xz0khMPIX4wiVYj2I6hW7aoz>
this site does a really good job with scrolling animations. I am very interested in playing with that this semester. One of my Favorite features on an app keeps users very engaged.
3. <https://www.happydownloads.net> I love happy downloads aesthetic it reminds me of mind. Very girly to catch my audience's eye. A good feature this website has is giving freebies to the newsletter chain. It keeps customers engaged because who doesn't like free stuff, as well as keep them updated on your latest product.