

## Daisy Mae Vintage® Rotary Phone Creative Brief

### **What do we want to accomplish?**

Advertising will convince the target audience that Daisy Mae rotary phones are chic, trendy and hip. Advertising will also make the target audience believe that having a Daisy Mae rotary phone is better than having just any other ordinary phone.

### **Whom are we targeting?**

The target audience is females who are twenty-something and leading carefree lives. They love to socialize and be with friends on the weekends. But during the weekday they spend all their time working hard in their full-time job. The target is independent, confident females who are passionate, but won't do anything that doesn't please their desires to meet new people and have exciting experiences.

### **What do they think now?**

Currently, the target views the product category as old, vintage, and possibly a little outdated.

### **What do we want them to think?**

We want them to think Daisy Mae rotary phones are a must-have. We want them to think Daisy Mae is vintage, throwback and hip. We would like the target to have Daisy Mae positioned as another essential piece to complete their trendy lifestyle. Whoever owns a Daisy Mae phone is unique, fashionable and keeps up-to-date on the latest trends.

### **Why should they think this?**

The target should think Daisy Mae is trendy because it is vintage. And vintage is "in." The rotary phone will fit perfectly in their chevron patterned, DIY scattered, shabby chic living space. The phone's antique look makes it classy. And our target should feel that way when they are talking on it.

### **What is our message?**

The message should convey to the audience that Daisy Mae is chic, classy, fun and stylish. The tone should be sassy and playful. Creative pieces should tell the audience that Daisy Mae fits their lifestyle and it's a lot more unique than having any other phone.