



PROJECT
BRIEF

Available @ KaydinStudios.com



CHAPTER ONE

BACKGROUND

Since 2020, Kaydin Studios has established long-term partnership with other brands to maximize their branding and communication effort in Ghana. Our approach is to work with clients from the ground up, which means, we take measures from all angles and strategize in relation to the client's business objective and missions. Whether launching a campaign, establishing a new brand or redesigning a business in Ghana, our branding-oriented creative direction can fulfil all communication and design concerns.

We offer a full-service Design and Advertising services that maximize the engagements of your audience in the market. Our team consists of professionals in both visual and storytelling. Whether it's developing the brand value and or creating a message to reach the right audience, our proficient team of copywriters can verbalize to maximize your brand engagement.



CHAPTER TWO

PROBLEM STATEMENT

- Help raise the firm's profile in the areas of Advertising and Graphic Design
- Reflect updated brand message of Kaydin Studios
- Communicate our expertise and experience in Advertising and Graphic Design
- Drive subscriptions to increase efficiencies in the areas of Advertising and Graphic Design
- Boost online sales of products / services
- Build a community of professional Advertising and Graphic Design
- Build and strengthen our network of potential customers.



CHAPTER THREE

TARGET AUDIENCE

The General Public. 75% of our funding comes from individuals who hear about our message through our marketing channels. The remainder comes from corporate sponsorship and internal profit generation.

Businesses. Businesses contribute 15% to our funding. We would like to strengthen our focus on corporate sponsorship and use the website to support co-branded sponsorship projects.

Partners. We are continually expanding our partnership network to environmental organizations and lateral NGOs. The website should act as a vehicle to strengthen this network.

Employees. The strength of our efforts relies on the quality of our people. We would like the website to attract job applications from qualified individuals in the fields of marketing, business development and project management. The website should successfully convey our values, mission and core beliefs.

Media. We would like the website to attract positive press attention and enable interested parties to engage.



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CHAPTER THREE

WEBSITE SCOPE & FEATURES

The Header must contain the Company's logo located at the right side and 5 Navigation bars (Home, About, Services, Project and Contact)

The Home/ Landing Page must contain a welcoming text, an overview of what the company is into, and an action button to get client started on the website.

The About Page must have a brief overview of Kaydin Studios clearly outlined. It must also contain a downloadable hyperlink with the company's brief in it.

As well, it must have a short promotional video about Kaydin Studios embedded into the website from the company's YouTube channel.

The Services Page must have all services provided by the company.

The Projects Page must have a short promotional video about Kaydin Studios embedded into the website from the company's YouTube channel.

The Contact Page Clients must directly send an email message to the office for a quick response. The Button must be linked to the company's official email.

The Footer must have a copyright caution as well as one of the company's active social media platforms linked to the website.

Design- The designing of the website with regards to our brand identity entails the use of our corporate fonts, colors and photography. The font used must be Poppins being our primary font and Nexa, our secondary font. In any case, Century Gothic can as well be used. No other fonts must be used aside the above-mentioned fonts. The Corporate colors to use are ;

Imagery- Professional photography as well as some of the best saved JPEG designs will be collated and submitted before the project commence. In any case, appropriate yet complimentary stock images and illustrations can also be used. Colors of downloaded images should not distract the main corporate colors given in the brief.

Language- The official language to use in the developing of the company's website must be English Language.



We would like to address success metrics at the briefing relevant stages after the project.

- Google Analytics usage metrics
- Number of subscribers and their usage of the site
- Monthly increase in leads
- Website rankings compared to competitors
- Feedback from prospective job applicants



CHAPTER FIVE

LEGAL & TECHNICAL REQUIREMENT

- Website must be responsive and must adjust to all various screen sizes both existing screen sizes and sizes that may come next.
- All features of the website must integrate and conform to all appropriate legal and technical platforms including the selected chosen hosting platforms.



CHAPTER FIVE

PROJECT TIMETABLE

- The Project will be set to kick off and end within a month after review of brief.
- Target launch date is expected to happen 2 weeks after submission and review of project.



