

## WHITE LILY CREATIVE BRIEF

<b>Client</b>	Chelsea Martinez
<b>Project</b>	White Lily Logo
<b>Date</b>	07.13.2021

<b>Key description of the project</b>	
<b>What problem are we solving?</b>	<p>The creation of a new logo for White Lily.</p> <p>White Lily is a Cannabis online and retail store, offering customers a welcoming and educational shopping experience. We utilize experienced staff as well as technology to inform product recommendations and guide the entire experience, bolstering a lasting connection between the customer and our brand.</p>
<b>Who is the consumer we are problem-solving for?</b>	<ol style="list-style-type: none"> <li>US-based               <ol style="list-style-type: none"> <li>Online ecommerce site</li> <li>Retail store in NJ</li> </ol> </li> <li>Cannabis connoisseurs (experienced users)</li> <li>Canna-curious (new users)</li> </ol>
<b>What facts / reasons will make people buy/convert?</b>	<ol style="list-style-type: none"> <li>Exceptional customer service</li> <li>High quality product</li> <li>Curated; only the best products in the market</li> <li>Provide education about Cannabis and the best products that match customer need</li> <li>Offering traditional products as well as new and innovative items</li> </ol>
<b>What are the key points that need to be communicated to the consumer? What will make buyers believe us?</b>	<ol style="list-style-type: none"> <li>Our knowledgeable customer service team will navigate and guide clients through the selection process, ensuring an unparalleled experience</li> <li>Highest quality cannabis products</li> </ol>
<b>What channels and tactics will we use to communicate the message?</b>	<ol style="list-style-type: none"> <li>Signage               <ol style="list-style-type: none"> <li>Collateral: Business cards, brochures</li> <li>Digital: Website, social media, digital ads, email</li> <li>Promotional: T-shirts</li> </ol> </li> </ol>
<b>What should be the tone of the messaging? What words describe the brand?</b>	<ol style="list-style-type: none"> <li>Trust</li> <li>Modern</li> <li>Innovative</li> <li>Upscale</li> <li>Color considerations: white, green</li> </ol>
<b>Symbolism and meaning of the lily</b>	<p>Purity Calm Medicinal and healing Beauty and elegance</p>

