



# **LUMBERJACK** PLUMBING

## CREATIVE BRIEF

Prepared by  
**TRIAD**

**AGENCY NAME** TRIAD

**CLIENT** Lumberjack Plumbing Inc.

**COMPANY  
OVERVIEW**

Founded in August 2015, Lumberjack Plumbing is a small business providing residential plumbing services in the Gainesville, Florida area. The company prides itself on delivering quality craftsmanship and service to its customer base, generated by word of mouth referrals. With a small group of loyal customers in place, the company would now like to establish brand recognition in the local market. Due to limited manpower, the company hopes to take on new customers gradually in order to maintain high levels of customer service and availability.

**TARGET AUDIENCE**

Gainesville's millennial homeowners, currently ages 20-34, who are in need of their first plumber and using the internet to evaluate information and reviews to help them decide on a professional, with particular emphasis on brands that promote quality craftsmanship and a compelling backstory.

**BRAND ATTRIBUTES**

Genuine, Craftsmanship, Trustworthy, Compassionate, Helpful, Local, Friendly

**COMPANY MISSION**

- Provide homeowners and businesses in the Gainesville area with solutions to everyday plumbing issues.
- Present designs and products that balance style and affordability.
- Provide and install quality materials that are proven to last.
- Communicate every aspect of a project clearly before beginning work.
- Solve problems efficiently and resolve any conflict pleasantly.
- Respect our customer's homes and property as if it were our own.





## **CURRENT BRANDING SITUATION**

The company currently has no visual branding or communications strategy and has relied on client referrals to gain additional business.

## **OBJECTIVES OF BRANDING AND COMMUNICATIONS CAMPAIGN**

- After initial website traffic is established in the first year, achieve a ten percent increase in site visits year over year.
- Create a strong social media presence on Facebook so that the brand has at least 50 followers by the end of the first year.
- Encourage customer reviews on Yelp, Google+ and Facebook so that the brand has ten total reviews by the end of the first year.

## **CREATIVE STRATEGY**

- Share the company's backstory to create an emotional connection with the target audience and promote the brand as one dedicated to providing quality craftsmanship and building relationships in the local community.
- Create a unique branding suite, centered around a flexible and memorable logo, that stays true to the company's mission and values.
- Design a communications strategy that focuses on a few, key channels that reach the company's target audience most effectively while only requiring a reasonable amount of company effort to sustain.
- Develop approachable web content that provides useful information and advice for potential clients without "selling" in order to build trust and attract repeat users.
- Provide ample opportunity for customers to engage with the company and share their positive feedback and reviews online.

## **MANDATORIES**

- Provide branding materials for both print and web applications.
- Create an informational and user-friendly website that is easy for company to update and contains the following: business name, license number, team members, services, service area, photo gallery and a contact form.