



## **The Ninth Brand Launch**

**Creative Brief May 2010**

### **Project Summary:**

The Ninth is a new brand in the air-soft industry. Our main objective is to set up a good standing brand that is strong and will eventually take the lead in the market. We want to make sure we do not take any short cuts in relations to what this brand stands for. Making sure that there is a unity amongst all of the design aspects, the products, and the services we provide in regards to the customers. This has to be fully done on a timely manner so that launch of this brand has as smooth of a ride as possible. In order to do all of that, we need to understand exactly what the brand is, and where they want to be.

### **Target Audience:**

There are two target audiences. The younger age group is male and are 13 to 18. These boys are the ones that enjoy their video games and want to take the experience to the next level. They want to take their knowledge and the latest strategies they have come up with and reenact them in real life. They already know what gun styles they like and want the replica to play in real life that they do in the video games.

Since this age group is still at home, the moms will be inadvertently the customer. While the boys will want something that is edgy and cool, their moms will be more cautious in what they choose to buy, but are wanting to get their sons up and out of the house instead of sitting around playing the video games. Moms are wanting to be informed about what it is they are buying and want to understand the whys. The more knowledgeable Mom is the more she will trust the game and buy the products.

The other age group are males that are from 19 to 40. These are the men that enjoy being competitive and adventurous. They enjoy video games, and action movies but also have some form of fondness towards the military. They range in career pathways from school drop outs to college graduates. They play for multiple reasons but all resulting in a way to escape reality in some way for the time being. They want to be the hero and fulfill their fantasies. These men have the need to want to be apart of some form of brotherhood. Some want to be leaders and try out their hands at leading a group, or some that want to take the backseat and listen to orders.

### **Tone and Image:**

- Tone of brand - casual yet authoritative
- What we invoke - edgy, quality, advanced, fantasiful, solidarity, conflict
- Images of - brotherhood, confidence, soldiers, fields
- Visual goals - unity, legibility, straight, symmetry, solid