**Client Information:**

Joe Smith, 317-555-3121, jsmith@entertainxyz.com

**Project:**

Revamp online presence and marketing initiatives

**Prepared by:**

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**1. Background Summary**

Since 2003, EntertainXYZ has served as an award-winning, on-air branding agency offering groundbreaking solutions for the film and television industry. While their work is well respected, they are largely unknown to the greater masses.

* **Strengths**: Innovative, unique services, strong client relationships, well regarded in specific industry
* **Weaknesses**: Largely unknown to the masses, outdated website, poor internet and social media presence
* **Opportunities**: Growth outside of niche, new online services, room to grow substantially
* **Threats**: Companies with stronger social media and internet presence, competition with companies with stronger marketing and promotion

**2. Overview**

Since EntertainXYZ currently only serves a small, niche audience, the company seeks to redefine their online presence and identity to promote their unique style to a large audience. The current website is mostly outdated. Short-term, the company would like to advance the marketing and promotion of the company online. They would also like to recreate their website so it is scalable and easy to update. Long-term, EntertainXYZ would like the site to be used as a tool and resource for clients. Eventually, they would like to see a client communication center on the website as well as a corporate Intranet. There is a lot of opportunity for the company to grow and expand outside of their current limitations.

**3. Drivers**

The goal for this project is to expand EntertainXYZ’s online presence, and subsequently attract new clients. In this day in age, if a company has poor or no information posted online, many clients will automatically rule that company out. Ideally, through this project, we are hoping to create a strong online presence in order to attract new clients. Our top three objectives are:

* **Revamp Website**
* **Increase marketing and promotion initiatives**
* **Intensify communication on website**

**4. Audience**

The target audience for this project is global film and television companies. Ideally, these companies are looking for someone to assist them with branding and other creative solutions. Currently, the target audience is largely unaware of EntertainXYZ’s capabilities.

**5. Competitors**

There are currently two strong competitors in the film and television marketing field:

1. Hollywood Branding International

* **Strengths:** First company to create a national movie theatre advertising platform for brands, strong client relationships, a variety of products and services offered
* **Weaknesses:** Poor website design, lack of new and innovative products and services
* **Opportunities:** Due to strong client relationships, many companies turn to Hollywood Branding International first
* **Threats:** No longer the only company specializing in this type of service, better prices and innovative services elsewhere

2. Hollywood Branded, Inc.

* **Strengths:** Strong online and social media presence, large number of employees, unique services, good public image
* **Weaknesses:** Costly, lack of personalized client relations
* **Opportunities:** As one of the most innovative companies of its liking, many companies turn to them for large projects
* **Threats:** Although companies are searching for strong marketing initiatives, this day in age many are on a budget, and Hollywood Branded, Inc. does not offer cost-effective services

**6. Tone**

Overall, the company would like to communicate a fun, fresh, and innovative tone to their audiences. Entertaining, different, trustworthy, personalized, cost-effective, and innovative are key words to be used in all marketing and promotion initiatives.

**7. Message**

The message should convey that while EntertainXYZ offers similar products and services as other companies, they offer it at a more personalized and cost-effective level. Every client will receive one-on-one attention and receive upscale results.

**8. Visuals**

The company’s current website features outdated and uninteresting visuals. Entirely new images should be taken and complied. They should be fun and interesting, but at the same time sleek and refined.

**9. Details**

The project should begin on Nov. 1, 2014 and should last no longer than March 1, 2015. The company would like to launch their new brand and image before summer, in attempt to gain new clients with summer projects.

**10. People**

All work should first be submitted to the project manager, Samantha Coppedge. After the project manager has approved that work, the work will then be sent to Joe Smith from EntertainXYZ, who has all final say. However, never should the work be sent to Joe Smith without it being finalized by Samantha Coppedge.