

CLIENT CREATIVE BRIEF

CLIENT NAME: Lucha Libre Gourmet Taco Shop

INVOICE #:

DUE DATE: ASAP

What is the project – how many elements, how many pages, how many words, how many headlines/sub-headlines?

If ad copy – how big is the ad? **Two web pages.**

If web content, what pages specifically need content? **“Home” page and “About” page.**

If SEO copy, which keywords should we highlight for the respective page(s)? **Lucha Libre. San Diego. Taco Shop. Mexican. Restaurant. Gourmet Taco Shop. Best Burrito. Gourmet Tacos. TJ hotdog. Downtown San Diego. Mission Hills San Diego.**

Voice (first, second or third person)? **Open to any. Probably First voice for Home Page and Third voice for About Page, unless it is opined that the same voice should be used for all content. Also open to a creative use of second voice.**

What is the main message of the copy?

Home Page: Welcoming website visitors. Grabbing attention. Giving very basics of who Lucha Libre Gourmet Taco Shop is. Define navigation of site.

About Page: Describe in detail who Lucha Libre Gourmet Taco Shop is. Cover points highlighted in attached Fact Sheets (2).

Note. Proximity of taco shop to trolley and downtown San Diego is not highlighted in fact sheet and should be reiterated on either Home or About page. Minutes from Downtown/Little Italy/Old Town and two blocks from Washington St. Trolley Stop. Additionally, we now sell beer which is not highlighted in the fact sheets. Large selection of Mexican and Craft Beers are available.

What is the goal of the copy? What do you want to achieve - what are you promoting, selling, informing customers of, etc?

Primary Goal is to have visitor's of the site visit our restaurant and buy our food.

Second goal is to inform visitors (whether they are press, investors, or customers) of who we are and how to get a hold of us for more info (email, twitter, facebook). Tertiary goal is to inform them of our catering services and to sell merchandise via our online store.

Is there a call-to-action? Where do we direct customers? **To visit our store and try our food. Add us as friends on social media. Contact us for catering. Buy our merchandise online.**

Is there an offer or promotion? Are you selling something – a product or service? **T-shirts and other merchandise on linked online store.**

What is the tone/style - professional, informative, fun, light-hearted, serious? **Witty. Humorous. Casual. Fun. Light hearted.**

Can you give more information about the client - who are they? what do they do? what are they providing customers - a service, product? **See Fact sheets.**

What is the client's positioning in the market - experts, most cost-effective, highest-quality, etc? **See Fact Sheets. Low Cost. High Quality. Unique product.**

Why is this company unique - why are they special? What makes them stand out from the competition? **See Fact Sheets. Not too many Mexican wrestling themed taco shops out there. In fact, we are the first.**

Who is the target audience? Who are we speaking to, and how should we speak to them? **Current customers are casual, hip 18-40 year olds. Website will have broader audience to include tourists.**

Are there any specifics that you do NOT want included in the copy - things to avoid?

Is there any additional information that you want included? **Our shop is unique and we'd like our content to just as unique. We don't take our selves too seriously and would like that to be reflected in our content.**

Is there a website that we can refer to for more information? www.tacosmackdown.com is our website, **but currently has no content and is being developed.**

Are there examples of previous work that has been done for this client?