

# Creative Brief

**Project Title:** New Business Logo – Woofpack

Woofpack  
August

## 1. Project overview

Woofpack is a startup company that will offer premium, healthy, biologically appropriate dog food through an ecommerce platform to the Indonesian market.

The ongoing pet humanization trend and the rising awareness of health and wellness among pet owners is driving them to seek out healthier, more premium options for their pets. And with Indonesia's current rapid urbanization, which is fueling a rise in income, improving consumer lifestyle and growing acceptance of pets, our company's goal is to be able to provide access to these products.

## 2. Deliverables needed

The primary deliverable is the creation of a business logo that will define our company's identity. The logo will be visually present on the website as well as be on other aspects of the business including invoices, business cards, packaging and letter heads etc.

## 3. Company Background

What do you do? How did you start the company?

Woofpack is an Indonesian ecommerce website that sells premium, healthy and biologically appropriate dog food.

Our vision is to be able to provide our furry family members the best possible life.  
We do this by

- helping transform the way dog owners feed their furry family members;
- offering an uncompromising selection of premium, healthy, biologically appropriate products; and
- providing innovative ways for dog owners to access products

Everyone has a story of their business journey. What's yours?

We are dog owners who are part of the pet humanisation trend and only want the best for our furry family member. Having gone through the journey ourselves of feeding our dog "traditional" dog food to now a more biological appropriate diet, we understand how difficult that transition could be and with the many choices out in the market how it could be overwhelming for those who want to give their furry family member a better lifestyle.. Through our journey we have

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	<p>accumulated information and experience with different products that we wanted to share.</p>
Who are your competitors or who you might be compared with? How do you differ from them?	<p>The market is still seeing tradition channels as means of accessing dog food eg. super markets, discount store. There is a slow shift towards vets as they are a trusted source of information however with the internet giving access to unlimited information, the online marketplace is the next space for customers to satisfy demand for these premium products.</p> <p>Currently, online players include:</p> <ul style="list-style-type: none"><li>- Amazon.com</li><li>- Lazada.co.id</li><li>- Kin Dog Food</li></ul> <p>There are brick and mortar shops with an online presence</p> <ul style="list-style-type: none"><li>- Pet Republic</li><li>- Petshopindonesia.com</li></ul> <p>We plan to differentiate ourselves by not only offering more premium products but also create an online experience for our customers making it easier to access these products as well make a more convenient purchasing process.</p>
What's your position in the marketplace? What are your competitors up to?	<p>We are a startup and will be new players in the market place.</p> <p>Currently there is no online website that sells a range of premium dog food. Sites like amazon and lazada do offer dog food however more mass market dog food. They do not offer the brands we will. They are however a known online marketplace so trust is there.</p> <p>Several brick and mortar stores do have an online presence however similarly to the above, offer mass market dog food.</p> <p>Kin Dog Food is an independent dog food manufacturer selling a raw diet. Currently customers are able to order online. We do see them as a competitor however also could be a potential partner/supplier for our site.</p>

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Where do you want to place yourself relative to your competition?

We would like to position ourselves as a premium online store dedicated to only selling premium products. We want to be known as a high-end, trustworthy store and carve a niche in that market.

## 4. Audience

The target customers are upper to affluent consuming class. Age 25+ of both genders, single or young married couples, working professionals, without families who own a dog and live in metropolitan Jakarta. Our target customers are developing or have developed a holistic view of health and well being and will not be deterred by higher prices of products that will enable them to achieve their health and well being objectives. This purchasing behavior as well as their lifestyle will flow on to the way they buy for their dog.

## 5. Message

We want to be able to deliver a clear message to establish ourselves within the market. The message we would like to convey is one that will inspire trust, loyalty and an implied superiority to our competitors.

## 6. Tone

We want the tone of our logo to be contemporary, exciting and fun whilst still having a premium feel.

## 7. Budget and Schedule

## 8. Additional Information

As the website name involves “pack” we would prefer the logo to contain 3 dogs to have a “pack feel”. The logo should also clearly say “Woofpack” as part of the visual.