



LOGO BRIEF - FIRST CLASS FUNCTIONS

Discount code:

CO-FLASH90-05A (90% off posting fee?)

or

CO-SUPER-05A (\$100 off)

Purpose - First Class Functions, established for more than 20 years, is seeking a brand identity refresh to exemplify the improvement and modernisation of their business systems in 2017. They wish to signify their expertise in catering (food & liquor licensed), flowers (in house florist), and events planning, management and production.
Company - First Class Functions, based in the beautiful Noosa on the Sunshine Coast in Queensland, Australia



What we do - First Class Functions is the leading event organiser on the Sunshine Coast (Queensland Australia). With a team of dedicated

stylists, florists and chefs, we create personalised **functions, events and weddings**, in Noosa and beyond.

History - First Class Functions has been in operation in the sunshine Coast for more than 20 years making it the most established on the Sunshine Coast.

Point of Difference - we are the only event management company in the region to have a commercial kitchen, a liquor licence and floristry area. This means we can organise everything for an event under the one roof from catering to flower decoration to supplying alcohol.

Tailored Services we offer -

- Event styling and decoration
- Catering via qualified chefs operating in a commercial kitchen
- Full floristry services
- A showroom where clients can choose their themeing for an event (CUSTOMISATION)
- Full liquor licence allowing us to responsibly serve and sell alcohol at any event

Target audience - Female skew

BRIDES - with 50% of our business is made up of weddings, brides are a very important market to us. Brides typically visit our instagram and Facebook pages for inspiration, where we frequently post photos of our latest weddings. Using First Class Functions means that brides can have everything from their bouquets, table decorations and ceremony flowers arranged under the one roof, removing some of the stress of organising a wedding. The average bride is between 24-34 years of age. For weddings, we generally do not supply the food, just the decoration, management of the ceremony and styling at a venue. With Noosa the top wedding destination in Australia, our brides and grooms likewise come from all over Australia and overseas who rely on email and phone consultations to organise their big day.

CORPORATE - The other 50% of our business is from large corporates who use our services to manage our events. These can include product launches, Christmas parties, awards nights, industry presentations, triathlons, conference events etc. Most of these companies are from interstate. These events are typically around 150-200 people where we do everything from styling to catering, to serving drinks and organising activities.

Competitors -

[Splash Events](#) - do not offer catering or floristry services. Have a wider range of furniture. More expensive. Biggest competitor.

[Style le Aisle](#) - only offer wedding styling

[Simply Style Co](#) - weddings only - again no flowers or catering available

- <http://www.simplystyleco.com/>

[Spoonfed catering](#) - catering only

- <http://www.spoonfedcatering.com/>

Brand attributes -

Luxury and Taste

Professionalism and trust

Highest quality

Experience and history

Creating unique events

5 star service

Fresh Gourmet Food, Wine & Experiences

Branding Needs - brand must work across the following:

- Digital marketing
- Uniforms
- Printed material
- Signage - on our building, shop front and our delivery vans

Brand Images - Here is a small sample of the type of luxury events put together by the business:



http://www.thebrideestree.com.au/wp-content/uploads/screen_shot_2014-09-01_at_6.15.28_pm.png



http://www.visitnoosa.com.au/image/members/6073184_15_MARSDEN0654.jpg



http://www.malenyretreatweddings.com/uploads/8/5/7/3/8573606/wide-narrow-firstclass-wedding-planners_orig.jpg

