

Creative Brief

Job or Project Title

www.directorshub.com (start-up) – disruptive recruitment solution for senior business people

Date

01 March 2015

The Background

What is required from this brief?

The delivery of a corporate identity.

Full set of brand assets that represent the launch of the brand, both on and offline. Assets to include but in no way exhaustive:

Logo

Brand (as well as brand guidelines) – profile, personality, character, presence et al

Both of these elements to include both on and offline execution, across:

Sales:

Powerpoint and sales collateral – creation of powerpoint templates for client meetings and pitch purposes

Hard copy brochure, point-of-sale documentation, business card adaptation, comp slips, advertising etc

Website and **potential “app”** application in the future

Engagement:

Communication templates – emails to client, signature, cards, PR, DM and E-DM

As in a sense, we are “faking” it with a wordpress solution, the brand and logo needs to have enough “stretch” in it to be perceived as significantly more credible and experienced than it is.

What is the desired outcome expected from this brief?

The delivery of a brand, tone, look and feel that captures and “future-proofs” the end vision. The connectivity platform that www.directorshub.com will become in 6-12 months.

To get excited by and see the articulation of our vision in the form of a logo and brand that identifies closely with our target market and points toward connecting, empowering and is very “results” focused.

The logo and brand must resonate with both senior middle-managers as well as seasoned directors – vitally important.

What context is the brief set against?

A changing macro and micro-environmental employment culture. A “millennial” generation of older workers, governmental and policy that takes into account and supports workplace productivity changes. A greying population where experience is no longer valued. A changing home, where more women and men search for that work/life balance and where talent is not being taken advantage of.

An AUD\$51bn “freelance” market, where projects and work is outsourced to these talented individuals. A growing culture, where if you have passed 40, and are not on “the fast track”, that careers are no longer what they used to be. A growing cynicism around work life and hours spent commuting to a 10 hr day at work and commute back again. The ever present threat of redundancy, decentralisation, retrenchment or demotion. The lack of career progression or succession planning internally – where can I develop my skills?

The notion and experience that at a certain level within business, the level of networking is not where it should be. The higher you go, the more closeted you become. The higher you go, the more you stand out – the bigger bonus, the larger salary, the ever-present threat of the 30-something go-getter who you know has your office in their sights.

The 62 yr old ex-ASX director, whom after a glorious 30 year career in finance has relocated to Country NSW and wants to give back, to add value – to sit on some “local” boards – to be asked to give advice on projects – to keep his “head in the game” – to keep busy, to be looked at as an advisor, to mentor. To be valued.

The South-East Asian businessperson who wants to do business in Australia, yet outside of the Chamber of Commerce, what do they do? Where do they go? Wants knowledge and experience from Australian directors on how to best get product and technology to market. Board positions, subsidiary boards. How, who, when, where? Vice-versa – doing business in Malaysia – how? Costs, regulatory environments? A project, experienced Executives – how?

The recruitment landscape – yawn! The volume recruiters who play in the space up to AUD\$170k. Get as many placements as you can. Clear commission targets – quickly – that seat represents cash! No clear value propositions.

The Executive Search firms who start playing at AUD\$350k+++. Old School. I went to private school with X and Y for years – part of the Rugby first XV et al. Dominated by Korn Ferry, Heidrick and Struggles, Spencer Stuart, CT Partners and Egon Zehnder. Fees start at AUD\$80k+.

The small handful of recruiters who represent that middle ground. No clear value proposition.

The process is the same – the players are different.

We will offer a viable alternative.

For us, the true power of freelancer isn't that you can hire people and post jobs it's that you have all this talent on the one platform, the biggest challenge faced by big corporates is they have to use a variety of mediums Seek, LinkedIn, Indeed, MyCareer, executive networks, executive headhunters, referrals etc.....plus trying to build their own, any wonder why it's like mice on a wheel round and round ?

What brand tools exist that should be taken into consideration?

As further context, a suggestion would be to look at and understand the UX using these business models as comparators. They have distinct design-led UX and are incredibly responsive – this helps strengthen their brand in our opinion.

Elance.com
Expert360.com
Freelancer.com
Peerbrief.com
Matchworks.com

Comparison sites to where we see our site heading – all look and feel similar – design is the key

www.jito.co – clean logo, clean imagery, exceptionally responsive
www.thesocialindex.com – closest to where we aspire to be in 12 months – love it!
www.ansarada.com.au – operate in M&A – excellent feedback on their site/brand
www.apple.com – enough said – simple, clear, everyone knows it
www.spotify.com – simple, clever app
www.paypal – great site, brand and user experience
www.westpac.com.au – or any of the retail banks – strong brand, articulation, implementation

Colours:

At designers discretion, however the colours should represent what we are doing which is BOLD, we aim to be a DEPENDABLE go-to resource and to be able to instil CONFIDENCE in all users. Using a standard colour wheel, this leads us to a combination of BLUE, RED AND ORANGE.

That's not particularly appealing and we know that YELLOW for example is a popular colour in the Asian market (Talent2 changed theirs to accommodate) – we probably need a primary and secondary colour. Perhaps a strap-line under www.directorshub.com? Three words that portray what we do? At discretion of designer.

The logo needs to resonate locally and globally - online means anyone can access this. Something that represents connectivity or coming together, connection with being all hugs and hand-shakes. Some ideas are below – particularly like the idea of the “tree” and the “globe”.



Other Key terms:

SECURE, CLASSY, TRUSTED, EMPATHETIC, COMMERCIAL, CONNECTED, INNOVATIVE, SENIORITY, CLEVER, FOCUSED, COMMUNICATIVE, OPEN, ENGAGED, RELIABLE, REPUTABLE, CREDIBLE, SUCCESSFUL, REFERRED

The Brief

Get: The senior executive and director, employed, contracted or unemployed

Who: are disillusioned with the disparity and lack of support and engagement once they reach a certain level internally, or are retrenched, decentralised, made redundant et al

To: become a viable alternative to existing supplier whilst also being seen as complimentary to other service suppliers in this space

By: offering them connectivity, engagement and ultimately, work, support and encouragement

Why?: because no-one does this well because they don't know what they don't know

The Outcome

Expected next steps

Delivery of a brand and logo for off and online by end March

Region (s)

Initially ANZ with potential to SE Asia, the UK within 2 years

Media direction

Media direction April – June via social marketing – Third Party in place to advise

Assets

To be created to be used across on and offline.

Mandatories

Online platform + powerpoint and tangible sales materials (business cards/collateral templates/email comm templates).

Timings

Expected launch date – April 2015

Budget

\$2k inc GST