

## CHORES MARKET CREATIVE BRIEF

### Overall Tone

Trusted, Credible, Valuable, Safe, Fulfilling, Popular

### Key Messaging

1. Chores Market's quality is built on personal references. Online ratings have become an ineffective measure of quality. Reputation is best measured by personal references.
2. With Chores Market challenging household tasks are completed quickly and efficiently by your friends or someone your friend recommends.
3. Given the challenging labor market Chores Market provides you opportunity to use your specialized skills to generate income.
4. Chores Market is built on the fundamental American value of neighbor helping neighbor.

### Colors

Red, White, and Blue to reinforce the uniquely American values that underpin Chores Market. To note, these colors also work well in many other countries that have the same colors in their national flag.

### Competitive Context



Reviews you can trust.

### Existing Logo

