

ultimedia
ENIUS

COME GET YOUR BUSINESS CARD

Patrick Ayi Ajavon



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CREATIVE BRIEF

Company name:
Multimedia Genius.

Purpose:
It has for purpose to provide Business Cards templates primarily to small business owners who are just beginning their marketing and to other customers in general. People will have the opportunity to create their own.

Who we are:

We are a company located in Laurel that provide great and high quality service to our customers.

What we do:

We provide Business Cards, including (invitations, wedding etc..) templates, to our guests.

Our Goal:

The goal is to make money by selling Business Cards templates, process which includes the domain registration fee and the share of the hosting cost. The site will also use a search function as an ideal option of free or paid templates, a way to incur revenue from the incoming traffic to the website that is there to pick up free templates. In addition, we want to make sure that our marketing campaign stand well on social media platform. We preview to add at least 1 free template and 4 paid templates a month.

Our Mission:

It is to find out the appropriate logo and design they need for their business cards. We also offer invitation card template for any great event like wedding or graduation that comes up.

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Feature set:

My site will have different designs of logos template and business cards, available for users that will be able to view and purchase them. They would also have the option to create or customize their own logos before the checkout. After making the payment, they could download their logos. A tutorial will explain them the process and how it works. The final logo or business card will be delivered either in CYMK mode for print or in RGB mode for website use. After purchasing, they will receive a receipt and a confirmation message. The logo template chosen will appear in low quality at first but provided as high quality. At the right of the logo, users could view its number, category name and price. They could also scroll down to view other designs in that same category or else customize their template and last choose their download file formats and sizes. Last, the site could also have a checkout secure code function before they proceed.

Technology Analysis

The site e-commerce will use Drupal with Ubercart, java script and php with if possible a checkout secure code function

Perception tone

Very helpful, money saving and time saving.

Communication Strategy

We could use social media such as RSS, Facebook or Twitter so as to provide small businesses and many other services.

Competitive Positioning

When searching a nice Business Card or logo template site on Google, ours is one of the cheapest one, providing free accounts for our costumers and only requesting payment after downloading high quality logos .

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CREATIVE BRIEF

Ressources and budget Analysis:

For the hosting I will probably use Godaddy.com, domain that I use to upload my school projects. May be I would use a different domain for the drupal e-commerce site unless I really need to. Rss, Twitter and Facebook accounts are free and I have account on all. There would be a link of all three icons on my project. I will use illustrator notepad ++ and Photoshop to build my logo templates, customization, event card designs and j query. The more I am building the site, the more I will figure out the best way to budget it.

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TARGET AUDIENCE

Target Audience

Primary Target Audience

This site primary audience is small business owners or self-employed, looking for fast Business Cards.

Secondary Target Audience

That group concerns Schools, churches and non-profit organizations that look for ways to save money. And last, people that need any event print cards.

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Name: Terry Roberts
Occupation: Business owner
Age: 39

Terry Roberts is a recent Business company car owner. He was recently looking for low price flyers and Business Card for his company and realize that all Card Design centers around his place are very costly. By searching online, he discovered our site and was very interested. He realized that it was cheaper, loaded faster than other sites that he had checked earlier. Also, avoiding to pay a monthly distributor service fee, our free account would be another advantage for his business and marketing.

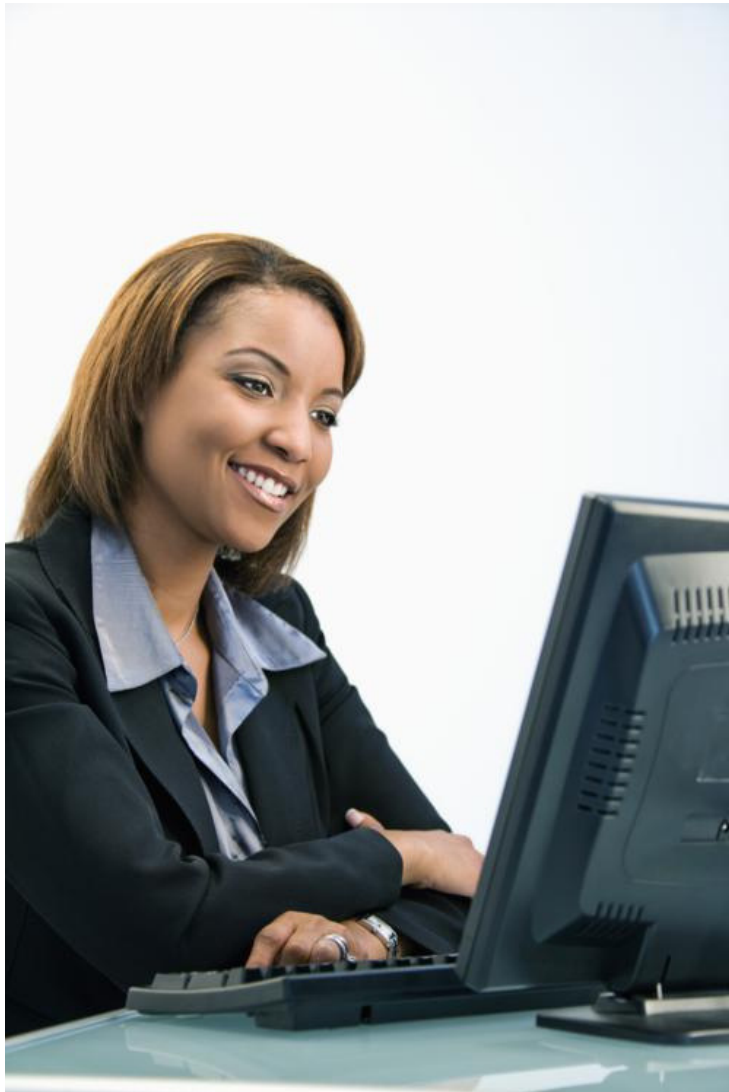
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Name: Denise Davenport
Occupation: High School Vice - Director
Age: 30

Denise Davenport is the Vice - Director of The High School International of Arlington, Virginia. She and the Head Director had been looking for a better and more symbolic School Identity Card. In addition, they need high quality printing formats, School upcoming events cards and logos templates, all at a low cost. Coming across our site, she realizes that, rather than create a Business Cards by Graphic Design companies located in the same area, she simply needs to go to the web, find a free or cheaper one like ours and download it.

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Name: Shannon Simpson
Occupation: Church Event Publisher
Age: 32

Shannon Simpson works for the Evangelical Church in Maryland as an Event Publisher. She always runs for nice flayers and invitation cards. Searching on-line, she came across our site and found out that it is the one that fits better her needs. Also, she found it cheap, fast and providing all sizes and types of paper she needed. Since that day, she often ordered us evangelistic flayers, business, invitation or upcoming event card templates and even became our best guest till now.

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Sign In | Cart (0) | US

Products ▾ Accessories ▾ Ideas ▾ Your Account ▾ Ask MOO ▾

Welcome to MOO

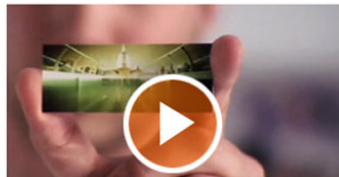
We help you to create great [Business Cards](#), [MiniCards](#) and [more!](#)



[Browse MOO Products](#)

- Welcome to MOO
- Business Cards
- MiniCards
- Postcards
- Greeting Cards
- Stickers
- Rounded Corners

How's MOO different?



Ideas and Inspiration



NEW! MOO Business Services



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Come get your business card



COMPETITIVE ANALYSIS

US.MOO.COM

<http://us.moo.com/> – Software company that sells, creates and helps people to create a variety of cards: business cards, mini cards, postcards, greeting cards, stickers, rounded corners to clients. The price is: \$9.99 to \$39.99

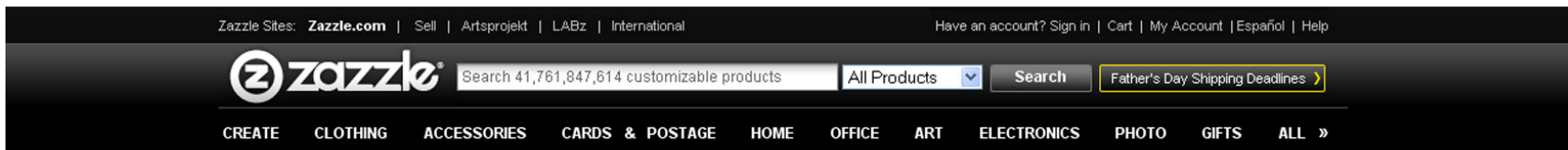
Advantages: This site helps people to get a Business Cards faster. In addition, you not only receive a central company account but also a dedicated account manager.

Support: Template editing instructions zipped into product package and available through the website-

Free Templates: Yes

Extras: Directions on website for building great templates for clients

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CREATE YOUR OWN BUSINESS CARDS!

- Full color printing!
- Save up to 73% with bulk orders!
- Flat rate shipping!
- Orders ship in 24 hours!
- Use your own design or choose from thousands of templates!



BROWSE TEMPLATES



DESIGN YOUR OWN

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Card Themes

- Animal
- Business
- Character
- Color
- Countries
- Education
- Elegant
- Fantasy
- Fashion
- Flag
- Hi-tech
- Holiday
- Music
- Nature
- Pattern
- Photography
- Plain
- Political
- Retro
- Science
- Sign
- Social Net
- Sports
- Zodiac

Business Types

- Attorney
- Automotive
- Bakery
- Chiropractic
- Christian
- Firefighter
- Insurance
- Lawn care
- Massage therapy
- Military
- Pet care
- Police
- Real estate
- Realtor
- Salon

Testimonials

"Zazzle's site was so easy to use and was lightening fast! I ordered in the morning and received my order the next day, just in time for a business trip I was planning... not sure how they did it, but great job!"
— Jane (Burbank, CA)

"The hardest part was picking from all the amazing templates and styles. The quality of these cards are second to none. I've tried some of the "free" competitor versions, and keep coming back to Zazzle. Quality, service, options, hands down the best. The free ejector package for the skinny size is an especially nice touch!"
— Jason (New York City, NY)

"Thank you for your kind consideration of my problem. Your Professional support to this matter gives me confidence in starting with your service."

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Come get your business card



COMPETITIVE ANALYSIS

ZAZZLE.COM

Zazzle.com is a software easy to use and fast lightning . It is of a premium quality and great value. It sells, creates and give the option to people to create their own business cards templates . It has full color printing, save up to 73% with bulk orders, flat rate shipping, orders ship in 24 hours.

Advantages: This site helps people to get good Business Cards.

Support: Template editing instructions is in product package and available through the website

Free Templates: Yes

Extras: viewers can leave comment.

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COMPETITIVE ANALYSIS

INSPIREDOLOGY.COM

<http://inspiredology.com/> is a software that also produce high quality business cards.


Advantages: This site helps people to get amazing Business Cards. The design is really of a high level. The three dimensional home page itself already tells everything about the site quality.

Support: Template editing instructions is in product package and available through the website


Free Templates: Yes

Extras: It does also typography, photography and graphic design.


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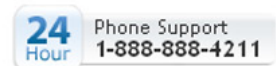
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Products


[Instant Price Calculator](#)

Select Product

Brochures

Brochure Size

5.5" x 8.5"

Paper Type

100 lb. Paper Gloss

Folding

None

Printed Side

Front Only


Quantity

500

Print Turnaround ?

Marketing & Promotions
Business Identity
Large Format & Signs
Home & Family

Brochures




Size
5.5x8.5", 8.5x11", 8.5x14", 11x17", 11x25.375"
Custom Size Available

Paper
100 lb. Paper
10 pt. Cardstock

Coating
Gloss (AQ), Matte

Calendars




Types
Card Calendar, Poster Calendar, Wall Calendar (28-page)

Paper
10 pt. Cardstock, 14 pt. Cardstock, 100 lb. Paper, 13 pt. Cardstock

Coating
Gloss (AQ), Matte, Uncoated

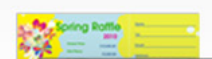
Door Hangers



Size
8.5x3.5", 8.5x5.25", 11x4"

Paper

Event Tickets



Size
5.5x2"

Paper

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COMPETITIVE ANALYSIS

UPRINTING.COM/PRODUCTS.HTML

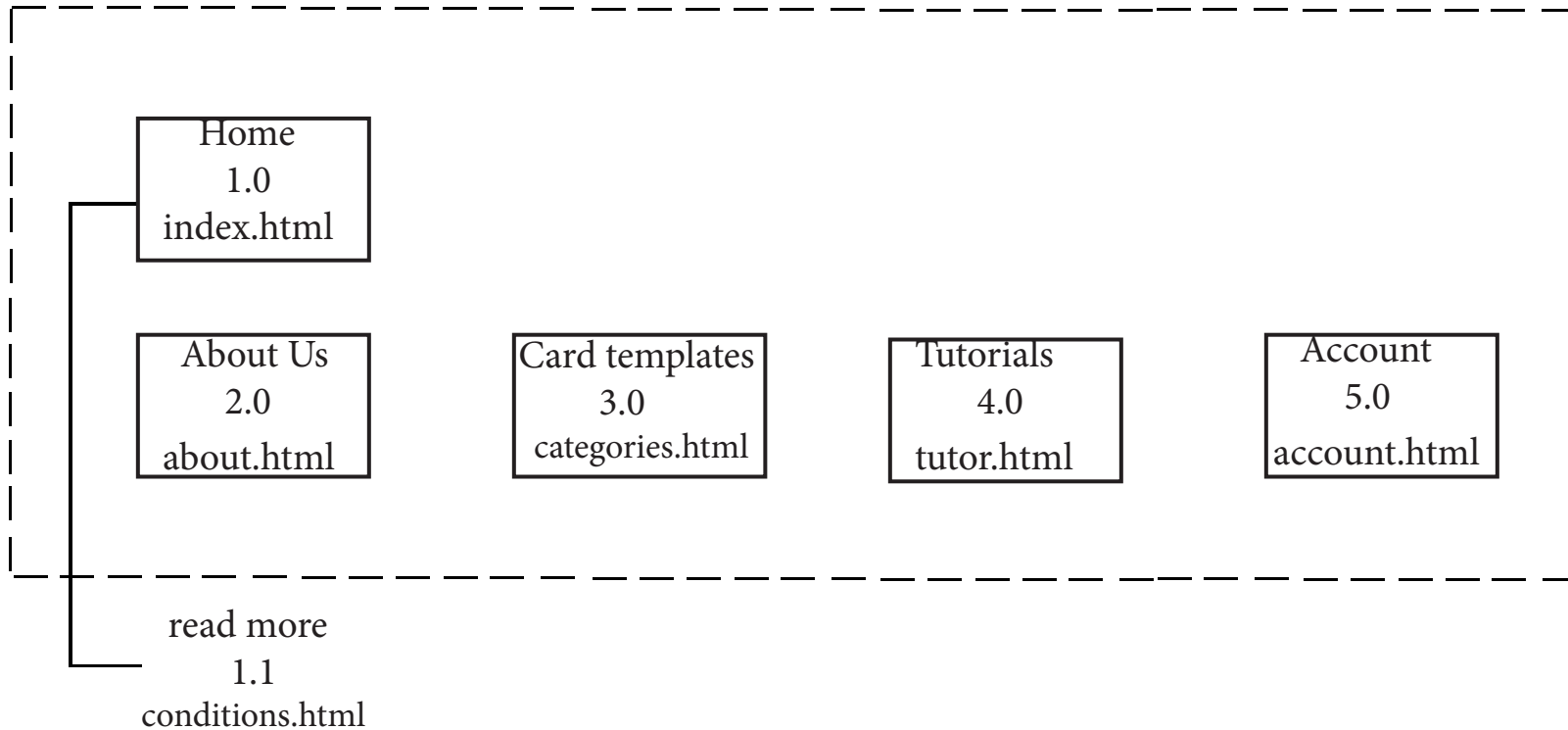
<http://uprinting.com/products.html> – Clean software company that provides brochures, calendars, door hangers, folders cards, event tickets, business flyers.

The price is: \$21.88

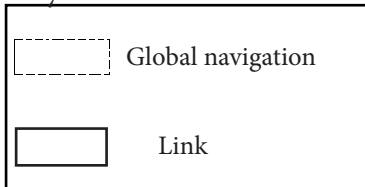
Support: Template editing instructions zipped into product package and available through the website-

Free Templates: Yes

Extras: Directions on website for building great templates for clients



Key



Home
Design templates/ categories
Tutorial
Account

[Home](#) [Design Templates](#) [Tutorial](#) [Account](#)

Describing text

Business card Images

Bus cards
thumbnails

Bus cards
thumbnails

Bus cards
thumbnails

Bus cards
thumbnails

Bus cards
thumbnails

Bus cards
thumbnails

Item1

description

Item2

description

Item3

description

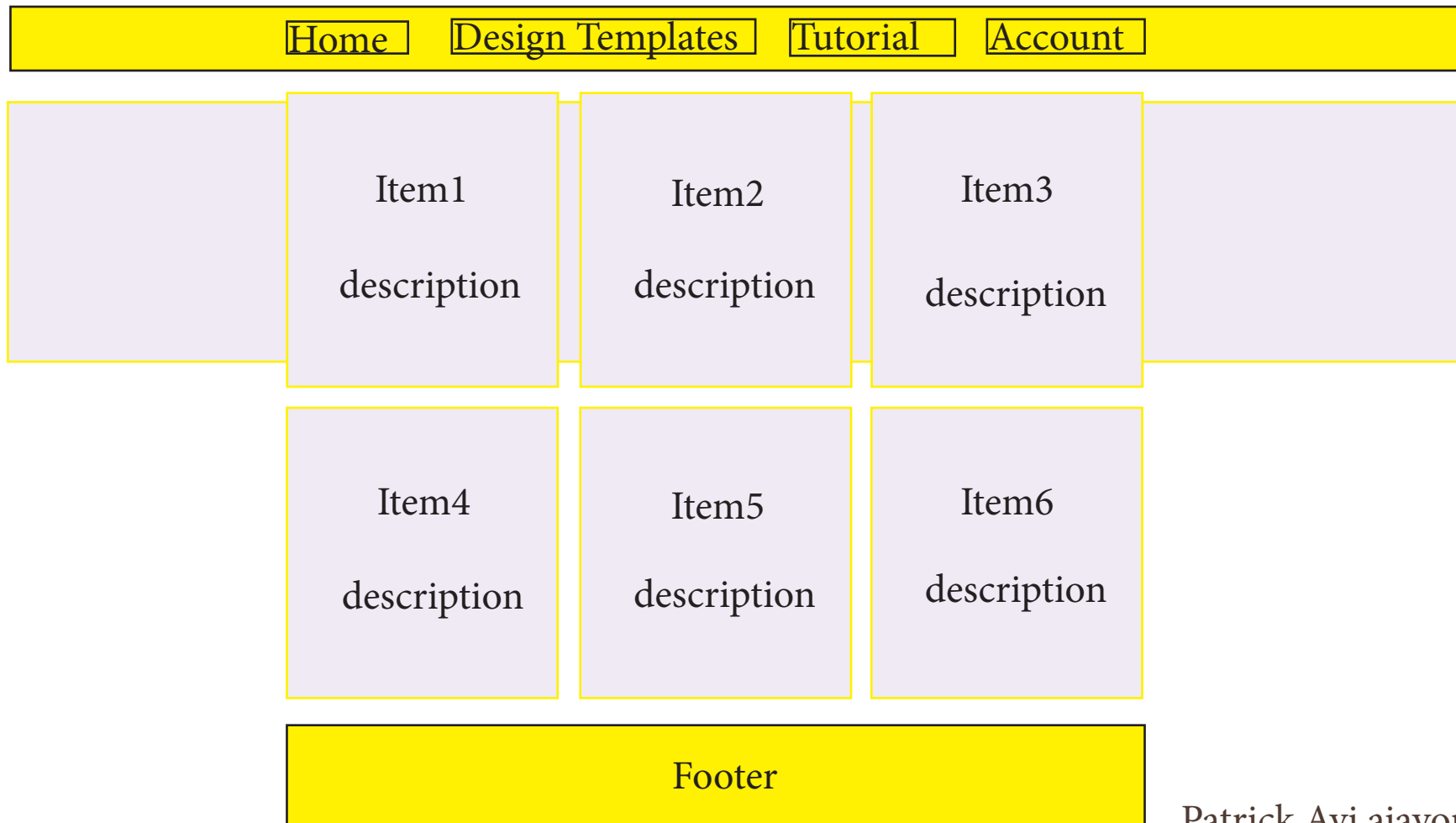
Footer

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WIREFRAMES



Templates



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WIREFRAMES

Tutorial

[Home](#) [Design Templates](#) [Tutorial](#) [Account](#)

Tutorial explanation

Bus Cd description

Item1
description

Item2
description

Item3
description

Footer

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Come get your business card 21

LOGIN

Email
Password
Item
Download

group of
card Images

Categorie1
Item1
Item2
Item3

Categorie2
Item1
Item2
Item3

Categorie3
Item1
Item2
Item3



Come get your business card



STYLES/ TECHNOLOGY

Color Palette

	Color: #f6ee25
	Color: #000
	Color: #fff

Font Styles

Font names: Arial
Helvetica
San-serif
Monotype
Font sizes: 16 pixels
18 pixels
24 pixels
Font colors: # f6ee25
000
fff

Technology used

HTML
CSS
J QUERY
DRUPAL
JOOMLA