

CREATIVE PROPOSAL FOR REBRAND DESIGN

BRAND BACKGROUND

The brand is called Creative and it sells all kinds of audio products. From headphones to mixing consoles. They sell headphones, headphones, speakers, soundtracks, sound cards, sound amplifiers, webcams and microphones. Their products are more or less expensive, their cheapest product are speakers at 49\$ and their most expensive product 500\$(499\$). The brand was founded in 1981, on 1 July 1981 to be precise, by a Singaporean by the name of Sim Wong Hoo. The headquarter is located in Singapore at the International Business Park Rd, and has numerous connections around the world, with a network spanning more than 80 countries in North America, Europe and Asia.

REBRAND OBJECTIVE

The main problem with the brand is that it claims to have a creative name, which shows their creativity, but compared with the other big competitors, they don't show any creativity and their design shows that it's not very well made. The aim of the rebranding would be to give a very creative and innovative feel, starting with the logo, which only shows the brand name. What's more, the fact of standing out from its competitors by highlighting 'ordinary' products (headphones, earphones, speakers, etc.) with a totally different design that's just as pleasing to the eye could allow the brand to show that it has potential and that it doesn't have to envy its competitors.

TARGET AUDIENCE

The age range is therefore between 12 and over, meaning that there is no real maximum age. The brand was founded in Singapore in 1981, over 42 years ago. They are headquartered in Singapore at 81 International Business Park Rd. Their main source of revenue comes from sales of their audio processing sound cards, which can combine several tools in 1 object: digital audio, a voice synthesiser, a MIDI interface and a joystick port. The brand is doing so well in this field that in 1990 it even decided to create its own type of file, "vao". The brand's main customers are audio enthusiasts and/or professionals, who use the brand's sound cards to improve the audio quality of their computers. It's a peripheral that you plug into the device in question, and the sound card analyses the sound and improves it. As for the other products that the brand offers, such as in-ear and out-ear headphones or headphones, suitable to do sport with them, such as going to the gym, jogging, and all kinds of other sports. What attracts most customers to the brand is the fact that the sound quality of their peripherals is of very high quality.

COMPETITORS

Creative Technology's main competitors are Electro Acoustic, Lumens AV. Previous competitors: Adlib and Covox

NEW PROMISE AND BENEFIT

Giving the design a much more creative edge could help relaunch the brand. What's more, a new type of design would be needed, as well as the use of their very powerful sound card technology in all the products the brand sells (headphones, earphones, etc.). This would attract both music professionals and music fans. What's more, we'd need a design very specific to the brand that would be recognisable to everyone and would therefore highlight the brand.

NEW KEY COMMUNICATION MESSAGE

"Enveloped in Sound. Powered by Innovation!"
With this slogan, we show customers that the company will only improve their product to always give the best for their customer.

TONE OF VOICE (ATTITUDE)

We need a serious attitude that's not too aggressive and very professional.

DELIVERABLES

1. Show and highlight the brand's powerful sound chip. The brand has a very good sound card, and we need to take advantage of this and put this technology to good use in the other products that the brand sells, such as headphones, earphones and speakers.

2. To have a design that is innovative, creative and instantly recognisable. The fact that a person can identify a product allows the brand to advertise its product without having to pay to promote it, since the promotion will take place once the customer has bought the product.

3. Implement software that can be connected to each of their products and thus modify the sound addressed. Putting in place an application that would allow users to manage the bass, treble and tonality of their audience all the in one application for almost every product that the brand offers means that the user doesn't have to call his or her repairs and also helps to build customer loyalty, as the customer will get used to the product and the application's interface. The brand could gain greater visibility on Instagram or TikTok rather than Facebook, since the vast majority of the young population is found there. The young population loves and adores sport and new technology, so highlighting products that are adapted to sport, such as headphones and speakers, could sell more easily.

COLOUR PALETTE

#281956

C: 53%, M: 71%, Y: 0%, K: 66%

#A7509F

C: 0%, M: 52%, Y: 5%, K: 35%

#4E4F53

C: 6%, M: 5%, Y: 0%, K: 67%

#818285

C: 3%, M: 2%, Y: 0%, K: 48%

#3A50A3

C: 3%, M: 2%, Y: 0%, K: 48%

#42C3DB

C: 70%, M: 11%, Y: 0%, K: 14%

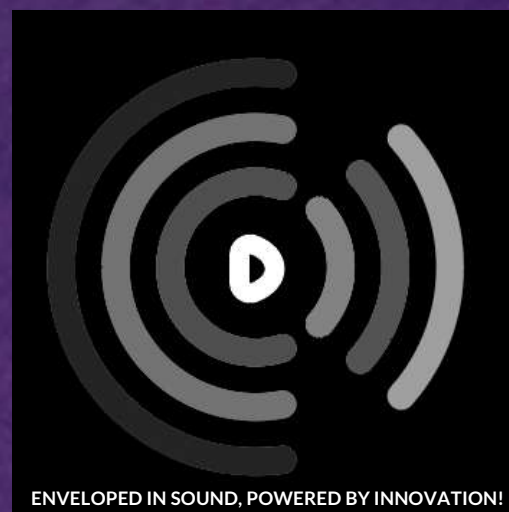
COLOURS LOGO



GREYSCALE LOGO WITH SLOGAN ON WHITE BACKGROUND



GREYSCALE LOGO WITH SLOGAN ON WHITE BACKGROUND



A2 POSTER

There is no age to love music



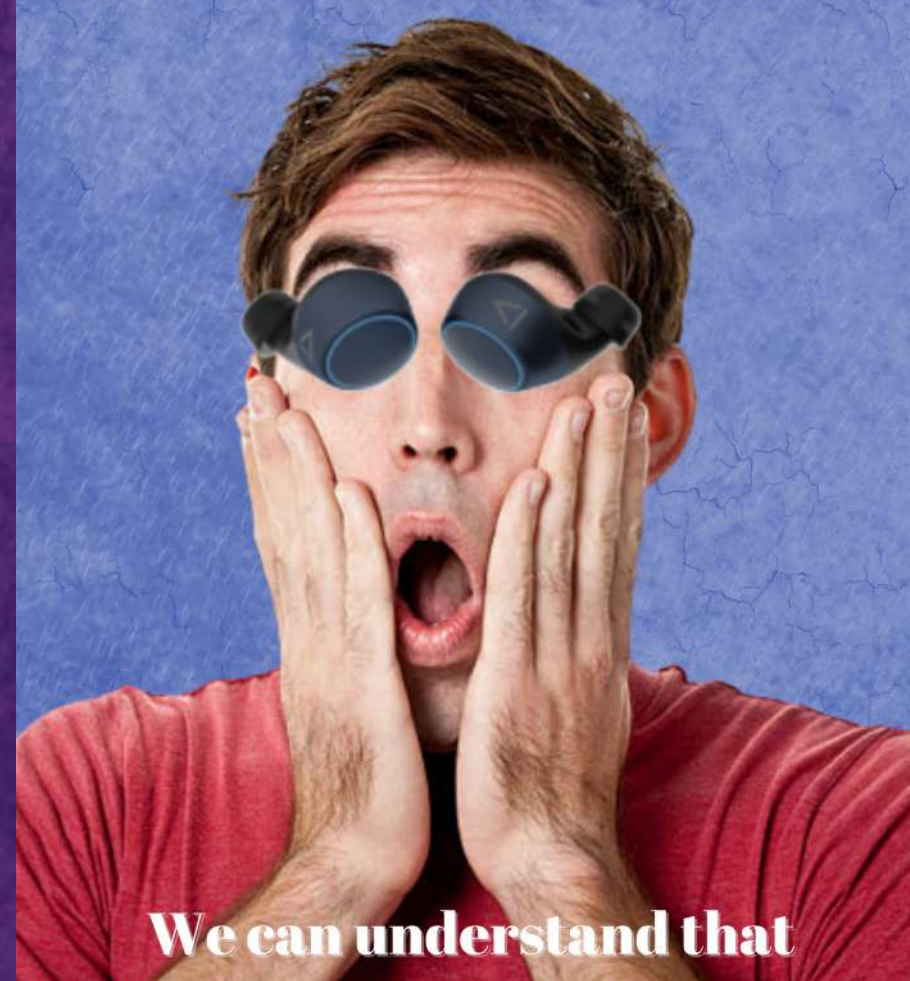
Listen to good music with good product



MOODBOARD



Where have I put my eaburds?



We can understand that

A4 LEAFLET

The lightest in-ear earphones

Crea-sound program

Enjoy your music	3:00
Powerful technology	4:30
Full experience	5:45
Design your own song	6:30
Make your choice	8:00
Choose quality	10:00
See you on the 150 act	00:00

Introducing the new
**SENSEMORE
AIR**



Pre-Order NOW !!



Creative Proposal

Logo

Slogan

Moodboard

3 Instagram Posts

Poster

Leaflets

Typography

Colour Palette

Lou-Ming Dastot

Illustration design with animation

Design Brand Strategy