

Creative Brief

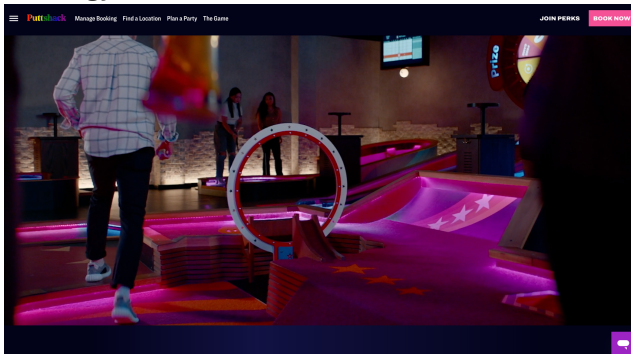
Client Contact Information: [Puttshack](#)

Prepared by:

Michael J. Smith

Introduction:

Puttshack is an innovative entertainment venue that redefines mini golf by integrating cutting-edge technology with a dynamic social atmosphere. Combining interactive gameplay with an upscale dining experience, Puttshack offers a unique outing for individuals, groups, and corporate events. This creative brief has been prepared to guide the design of two display ads that will enhance Puttshack's digital marketing strategy and attract a wider audience.



Project details:

The project involves designing two display ads intended for digital marketing channels frequented by Puttshack's target audience. These ads will be showcased both together and separately across various platforms, including social media, websites, and apps. The aim is to boost brand awareness and drive traffic to Puttshack's website, ultimately increasing foot traffic to their locations. The due date for this project is [Insert Due Date].

Goals and objectives:

- **Increase brand awareness:** Boost Puttshack's visibility among potential customers by showcasing its unique entertainment offerings.
 - **Specific:** Boost Puttshack's visibility among potential customers by showcasing its unique entertainment offerings.
 - **Measurable:** Achieve a **20% increase** in brand mentions across social media platforms and a **15% increase** in organic search traffic over the next six months.
 - **Achievable:** Given Puttshack's current market presence and the planned marketing campaign, these targets are attainable with effective use of digital ads and social media.
 - **Relevant:** Increasing brand awareness is critical to attracting new customers and maintaining Puttshack's competitive edge in the market.
 - **Time-bound:** This goal should be achieved within the next six months, with progress tracked monthly.

- **Drive website traffic:** Encourage click-throughs to Puttshack’s website for booking and additional information.
 - **Specific:** Encourage click-throughs to Puttshack’s website for booking and additional information.
 - **Measurable:** Achieve a **25% increase in website traffic**, particularly to the booking and events pages, over the next three months.
 - **Achievable:** With well-targeted digital ads and optimized landing pages, this increase in traffic is realistic and within reach.
 - **Relevant:** Driving website traffic is essential for converting online interest into physical visits, leading to increased bookings and revenue.
 - **Time-bound:** This objective should be met within the next three months, with weekly monitoring of website analytics.
- **Enhance customer engagement:** Promote Puttshack’s interactive mini-golf experience, emphasizing its appeal for both casual outings and special events.
 - **Specific:** Promote Puttshack’s interactive mini-golf experience, emphasizing its appeal for both casual outings and special events.
 - **Measurable:** Increase engagement metrics (such as time spent on site, social media interactions, and repeat visits) by **30%** over the next quarter.
 - **Achievable:** By highlighting Puttshack’s unique offerings and engaging customers through targeted ads and interactive content, this level of engagement is attainable.
 - **Relevant:** Engaging customers more deeply is key to building loyalty and encouraging repeat visits, which are vital for sustained business growth.
 - **Time-bound:** This goal should be accomplished within three months, with bi-weekly checks on engagement metrics.

Audience:

Puttshack’s target audience primarily consists of young adults and families who enjoy unique social experiences. The demographic breakdown is as follows:

Market Audience Summary			SEMURSH	
puttshack.com United States Jun 2024				
Demographics	Socioeconomics		Behavior	
Age	Employment Status	Household Income	Interests	
35-44	Full-time work	Low	Education	
25.21%	52.17%	55.74%	88.83%	
Sex	Education Level	Household Size	Social Media	
Female	University or College	3-4 persons	YouTube	
52.72%	45.7%	44.6%	83.83%	

Primary Audience:

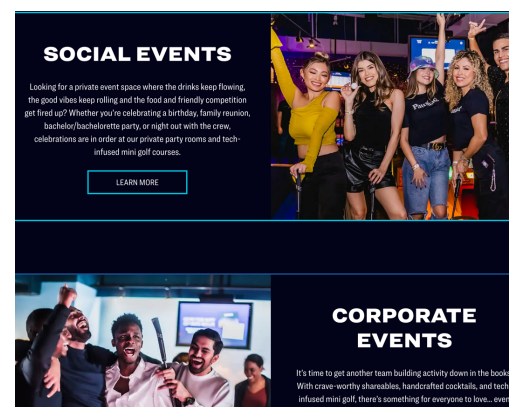
Demographics:

Age: 18-34 years old

Gender: Mixed, with a slight skew toward females

Location: Primarily in the United States, with a focus on urban areas near Puttshack locations

Socioeconomic Status: Middle to upper-middle class



Points of Differentiation: Unlike traditional mini-golf venues, Puttshack features trackable gameplay, automatic scoring, and high-quality food and beverages, making it perfect for both casual outings and special events.

Customer Wants/Needs: Customers seek unique, memorable experiences that combine fun with quality dining in a lively, upscale setting.

Key Messages:

Unique Selling Proposition (USP): Puttshack offers an innovative and immersive mini-golf experience, combining cutting-edge technology with a vibrant social atmosphere.

Value Proposition: Whether for a casual outing or a special event, Puttshack provides a fun, interactive environment that appeals to groups of all sizes.

Call-to-Action (CTA): “Book Your Experience Today” or “Join the Fun at Puttshack.”

Tone and Style:

Tone: Energetic, fun, and inclusive

Style: Bold, vibrant, and visually engaging, with a focus on high-quality imagery and dynamic content

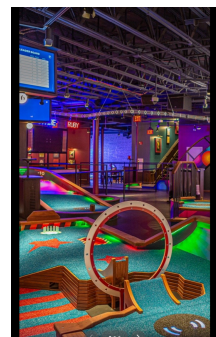
Communication mediums:

The message will be communicated through the following channels:

Web: Display ads on relevant websites and blogs frequented by the target audience.

Social media: Sponsored posts and stories on platforms like Instagram, Facebook, TikTok, YouTube.

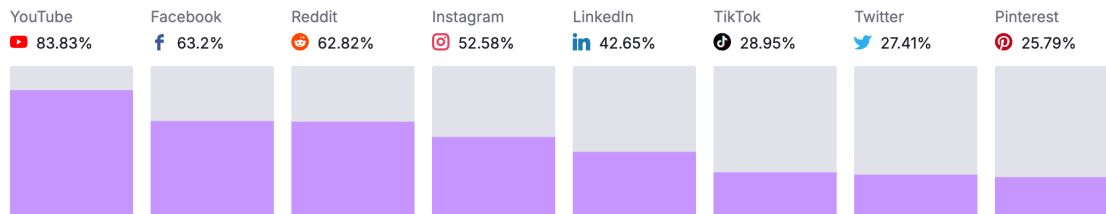
Display Networks: Ads on apps and online games where the target demographic spends time.



Social Media

SEMRUSH

puttshack.com | United States | Jun 2024



Design preferences:

- **Font:** Modern, clean, and easy-to-read typography that reflects the brand's innovative spirit.
- **Logo:** Include the Puttshack logo prominently in both ads.
- **Colors:** Bright, bold colors that reflect the energy of the Puttshack experience. Use Puttshack's signature color palette of purple, white, and black to ensure brand consistency.
- **Look and Feel:** The ads should convey a sense of excitement and sophistication, appealing to the target audience's desire for a premium yet fun experience.

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