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PEOPLEWARE WEBSITE CREATIVE BRIEF

Project Name: PeopleWare Technology Staffing

Tagline: High Hit Recruiting

Overview/Background:

Founded in 1993, PeopleWare, Inc. is a contract and full-time staffing agency specializing in the Technology industry. Its services include: Contract Placement, Contract with Option to Hire, Full-Time Placement and Payroll Services.

PeopleWare is dedicated to providing the best possible match for every candidate and employment opportunity. They believe in holding themselves to a higher level of ethics and are committed to their job seekers and employers equally.

PeopleWare differentiates from the competition by relating to its clients on a personal level concentrating on quality, not quantity and employs a unique process that results in High Hit Recruiting - H²R.

Target Audiences:

Technology Professionals – Job Seekers

Companies in need of Technology Professionals – Employers

Age demographic: 18-60

Goals & Objectives:

Increase business from existing clients and obtain new clients through the launch of a new “look” as well as a new website and marketing materials to be used for outside sales people, which is also new to PeopleWare.

Key Message(s):

- Highly ethical and personal
- Providing Quality not Quantity Candidates
- High Hit Recruiting resulting in high percentage of staffing
- Personal Touch – We get to know our clients – and develop long-term business relationships
- Green efforts and move into Green Industry

Tone / Brand Personality:

Quality, Ethical, Personal, Professional, Strong, Leader, Longevity

Mandatory Inclusions: (copy, legal, logos, address)

PeopleWare® is a registered trademark in the U.S. Patent and Trademark Office by PeopleWare Technical Resources, Inc

Competitive Info:

Tek Systems: <http://www.teksystems.com/>

Technical Connections: <http://www.teksystems.com/>

M. E. Weaver and Associates: <http://www.mewa-llc.com/index.html>

Kelly Services:

<http://www.kellyservices.com/web/global/services/en/pages/index.html>

iSpace, Inc. – www.ispace.com

ProSum Technology Services– www.prosum.com

Action Plan:

1. Design new logo incorporating new secondary business name and tagline
2. Write optimized website copy incorporating key messages
3. Design and program new website – Content Management Site

Future Related Plans;

PR – Press Release

Printed materials

Email marketing

Blog

Incorporate Social Media

Preliminary Timeline: (dates are approximate)

March 4 – Approve detailed creative brief

March 9 – Review and comment first round of copy

March 16 – Logo Presentation

March 19 – Refined Copy/Logo Revisions

March 26 – Website Design Presentation