

## **Brief 2**

**Product.** A new shoe brand called bounce that has a new type of technology that gives you a more bouncy feeling when you run using spring activated technology that takes the impact away from your knees when running on hard surfaces.

**Target audience.** People 17-25 years old who are serious about fitness and run daily. They are health conscious and maybe athletes of some sort who want to prevent and reduce injury time.

**Positioning.** Technology driven premium priced shoes for people serious about their fitness.

**Objective.** To launch the brand emphasising the the benefits to injury management via its state of the art technology. Brand awareness meaning getting the brand name out there to their target audience.

**Tone of voice.** Serious, no nonsense, action orientated, get it one.

**Brand personality.** Sports is everything. A real fitness buff who is always looking for that edge to outdo their fellow team mates.

**Unique Point of difference:** The technology is scientifically proven to reduce impact on the knees and joints. There are no other sports shoes in the market that can do the same.

**Medium.** Opening page of a brochure that will be made available in-store.

**Length:** 700 words maximum.