

Brief 3

Product. A furniture store that is geared towards families called everyday family furniture.

Target audience. People 35-45 year old young families with 1 or 2 children that are looking for the best deals for functional furniture that is practical to use for their family.

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

Objective. To let people know of a 30% off everything sale that will last for the entire spring season.

Tone of voice. Personable, approachable, friendly and down to earth.

Brand personality. Family orientated on a budget always looking to improve their place with furniture that fits their family needs. Fun and outgoing and down to earth.

Unique Point of difference: The furniture sold is good quality and durable yet extremely affordable.

Medium. Social Media post.

Length: 30 words maximum.