
Brief Submission Date	
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Details

Creative Dev. Budget	20 lac
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1. What is the background/context of this brief?

Provide a brief, high-level description of the cultural, customer and business context surrounding the brief in 4-5 sentences. What's the big picture? Anything happening on the client side that the creative team should know about? What's happening in culture and in business that has prompted the need for communication? What is the big problem we can help to solve? What current or previous work has supported this brief?

Being a sustainable tourist start up, the biggest challenge is to make the travellers see the soul of Kashi while keeping up with our agenda of the social welfare. The biggest challenge we face is the amalgamation of the two and capturing the interests of tourists- both local and international.

2. What is this brief trying to achieve?

2a. What are the business goals of this brief?

Express your business goals in terms of sales, anticipated revenue target, market share, etc. Express in quantifiable terms that are measureable and achievable.

The goal is to achieve the target of 48 trips a day which translates to catering to 2880 travellers in a month, as of now.
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2b. What are the marketing and communication goals of this brief?

Are we attempting to raise awareness of a product/solution, elicit responses and registrations, generate leads, and incite purchase? Express in quantifiable terms that are measureable and achievable.

The company is attempting to increase the awareness about the unique services which it provides along with the social impact that it is making and in doing so attracting customers who want to avail the services as well as connect to our social cause.
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3. Who are we trying to influence?

3a. Target Audience

Consider job titles such as CIO, IT Decision Makers, Procurement Managers, IT Managers, etc. for B2B or segment descriptions such as Mothers @ home age, 25-34 for consumer.

Backpackers and Travellers in all the age groups.

People coming to Kaashi for Religious visits.

Locals for our festive services

3b. Countries

List all countries this assignment is developed to impact.

3c. Target Mindset & Insights

The more precise and detailed, the better. Go beyond age and sex to describe demographics and psychographics. What are their motivations? What are they trying to achieve? What are their key barriers? What are their perceptions of brand/product/solutions (provide research if available)? Are they existing customers or new potential customers? What are their primary sources of influence?

PERSONALITY SNAPSHOT/CHARACTER SKETCH (as per research):

Travellers come to Kaashi to immerse themselves in the aura of the oldest thriving city on the face of our planet and to look into the various dimensions that this city has to offer but as there exists a possibility of being cheated of money hence, they try to avoid the local services and their entire trip is prebooked. This leaves a little scope for us.

Moreover, Travellers seldom repeat a destination. Hence, repeat customers are a rarity but they do create a good word-of-mouth about us.

4. What is the key message/the single-minded proposition?

What is the core idea the client is trying to communicate through this effort? Summarize the unique selling point, the one simple thought that sums up why the product/service would matter to the consumer. This is the crux of the brief and should provide clear and concise direction to the team.

The company makes the traveller experience Kaashi #AsNeverBefore. We help them see the real Benaras without the filters of darkened windowpanes of air-conditioned cars along with carefully curated stories about all the awe-inspiring places which make this city what it is.

6. Why will they believe what we are saying to them?

6a. Define the featured product/service/solution(s)

Provide proof points that support the key message. What product/service/solutions are we offering? What does it do?

- A luxury rickshaw ride through the alleys of Varanasi covering the various points of interest.
- A tablet with info about all the places to be covered with wifi.
- Local snacks and drinks are included.
- A welcome kit with face-masks, sanitizer, et al.
- A storyteller to take you through the myths and magic of all the points of interest.
- A interactive app incase the customers want to avail the guide-less tour.
- A well trained rickshaw puller.

6b. Why purchase from the client and not the competitor?

Who are our competitors in this space? What is our competitive advantage? How does brand/service do things better by doing them differently? How do we best showcase the brand/service innovation?

- The major competitors are other organisations providing tours and walks around the city.
- The main competitive advantage is that entire experience is customizable and that no one is providing a city tour on a luxury rickshaw which provides the customers with an opportunity to indirectly aid in our social cause to uplift the various local communities.

6c. What are the tangible business outcomes for the customer?

How does it solve customer pain points/improve the customer's life/provide him with an enriching, exciting experience?

- No hidden costs included.
- We don't take them to shops where we have fixed commissions.
- We just make their experience of being in Kaashi- a memorable one.

7. What do we want them to do after seeing the communication?

7a. Are we trying to change attitude or motivate behaviors?

What is the call to action for customers? Visiting a website? Purchase a product? Download an app? Visit a retail outlet? Experience an event?

We are trying to get them to our websites and our blogs and inspire them to visit Kaashi and avail our services exclusively.

8. What are you asking the agency to do?

8a. Creative development

If the agency is developing creative, specify deliverables ie. print/banner ads, landing pages, collateral, etc. If localization or trans creation is required for this campaign effort, please elaborate on the specifics (languages, cultural challenges, etc.)

The campaign needs to target both the local customers and the international ones and hence different strategies would be needed to target both. For locals, Posters and print advs along with online and offline campaigns would be needed. For targeting the latter, online campaigns would be needed and we need to target the tourists in town too.

8b. Strategy

If the agency assignment is focused on a strategic deliverable such as messaging, positioning or similar deliverable, please elaborate on scope below.

The main aim is to position our service amongst the prospective customers in a convincing way so as to have maximum engagement and conversions.

9. Are there any creative mandatories?

List any specific requirements not included above such a brand or digital technology requirements. If a partner is included in this campaign, list any requirements or submit an addendum along with the brief.

- Increase in online presence and engagement as the main target are the foreign nationals.
- Offline campaigns

10. When is this work needed?

List key dates below - delivery of assets, campaign launch dates, etc.

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