



www.chieforiginals.com

LAUNCH BRIEF

Background

What we are

Chief is a collaborative design company that harnesses the creative talent of its community to produce original printed goods for which the designer receives royalties on sale. We currently have a small community of very talented designers and illustrators on board and are launching the site w/c 22 Feb with a range of high quality, original t-shirts for men and women.

How we operate

The community submits their designs and those that meet our criteria (in a nutshell - cool and original) are uploaded to the site for rating. The community feeds back on which designs we should print - this is how we will be expanding our range of t-shirts and, eventually, how we will expand our product range to include other printed goods. Designers earn royalties from each item sold so expanding the product range means that designers will have the potential to earn even more royalties from their designs.

Why we are special

Our USP is the quality of our product. We think our designs are better than those found on many other sites and in addition they are superbly screen printed on top quality Jersey cotton shirts which won't shrink or fade. Our shirts are not designed to be disposable and we think it's important that you should be able to wear a shirt you love over and over again, especially as our print runs are short and most designs are limited edition, one time only purchases.

Objectives following launch

1. Spread the word amongst the design community and grow the community of designers contributing to the site
 - achieve the best range of submissions
 - encourage participation
 - increase the potential customer base
 - achieve sales
2. Spread the word amongst the wider public
 - Our designs will appeal to a broad range of younger people (target audience is 16-35 year old men and women)

Proposed activity

Marketing activity will include: link building, twitter and facebook programmes, email marketing and blogging. We are looking for ideas specifically for:

1. Launch event
2. Viral campaign
3. Freebie programme – who and how?
4. Any other original, low cost digital activity

Budget is limited so we need some very clever, low cost ideas that will get the buzz going about Chief. We've got fantastic products and a great site – now we just need to tell people about us in an exciting way.

The development site can be viewed at: <http://www.chieforiginals.com/index.php>