

## **BUzz Lab Creative Brief**

### **What is the purpose of this communication effort?**

BUzz Lab is located on the Boston University campus and focuses on helping undergraduate, graduate, and alumni entrepreneurs. This communication effort will introduce BUzz Lab to a wider target audience about how they help start-ups make connections with investors and professionals in the business. Meanwhile, BUzz Lab wants to improve web traffic to have a larger community.

### **Who are we talking to, and what is their mindset?**

The target audience for BUzz Lab is not only Boston University undergraduate and graduate students, but also any working professionals who wish to become a mentor or want to invest in start-ups. BUzz Lab focuses on the entrepreneurship community that will establish the important networking opportunities.

### **What problem, need, or desire does this communication effort need to address?**

This communication effort mainly focuses on increasing awareness of BUzz Lab's community and its Hive website. BUzz Lab's goal is to introduce themselves to undergraduate and graduate students of all schools at Boston University. BUzz Lab will also use this communication to attract more users and investors to the Hive website to get more investments from business professionals.

### **What is the essential point the audience is supposed to take away from the communication?**

BUzz Lab is home to the entrepreneurship program for Boston University students and alumni. It is very specialized and knowledgeable about start-ups. Participants will gain information and connections to professionals in their field. Investors will also find someone with a unique business venture.

### **What makes this believable?**

BUzz Lab is an independent association from Boston University. Compared to other entrepreneurship clubs or help centers in other schools, BUzz Lab is not run by any student club and more professional in maintaining an entrepreneurship community.

### **What is the desired personality of the brand?**

BUzz Lab is community-oriented, intelligent, passionate, insightful and reliable.

### **What are the executional considerations?**

The new logo and flyers should be able to reflect BUzz Lab's professionalism and passion in building an entrepreneurship community. Money-related signs, vibrant colors, and juvenile illustration may negatively affect their desired brand image. The successful logo and flyers are crucial to help target audience understand BUzz Lab's professionalized image.

### **The Brief of the Brief:**

Get: Boston University students, alumni, investors, and professional mentors

Who: want to become a part of BUzz Lab

To: Join BUzz Lab's Hive website participate and or invest

By: raising awareness of the benefits of BUzz Lab through Hive website.