Creative Brief

Please answer as many questions as you can, as completely as possible. The more we know about your business goals prior to the project start, the better our chances will be of designing a product best suited to your needs. This information will be kept private. Only the Caorda employees playing an active part of planning your project’s purpose, direction, and creative elements will have access to it.

## General Information

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| **Business Name** | Canadian Agricultural Economics Society |
| **Company Contact** | Valerie Johnson |
| **Website Address** | caes.usask.ca |

## Audience and Market

What types of **products or services** does your organization provide? What is your company’s focus?

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| Membership-based non-profit; events (mainly conferences), awards program, job postings, student and early career professional programs (mainly competitions and travel grants), academic journal, other “publications” (mainly reports, newsletter, archived content) |
| Manage the Canadian Agricultural Economics & Farm Management Foundation (purpose is to advance education in ag econ (or related specialty) (source of funding for travel grants, awards, speakers) |
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Who are your primary **competitors**? What do you feel are their strong suits? Please provide URLs, if available.

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| 1. American Applied Economics Association (<https://www.aaea.org/>) – more resources and members so can do more (website is busy but interactive and provides info members want |
| 1. Canadian Economics Association (<https://economics.ca/en/>) – more resources and members so can do more (website is terrible but functional) |
| 1. Provincial agriculture economics associations |

What **sets you apart** from your competitors?

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| Focus on Canadian perspective (but impact on international perspective and visa versa) |
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In your opinion, which **keywords** or phrases best describe the product/service that you’re offering?

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| Home (support) for professionals studying and applying agricultural, food and resource economics.  (Activities that) support/encourage/foster professional development, research excellence, knowledge exchange, (with goal of knowledge advancement in the field). |
| Solving. Sharing. Learning.Applying. Advancing.Recognizing. Association (with each other). Networking.  Join the conversation. Get involved (serve the society, serve your profession) |
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Who is your **primary target market**? Please list as much information as you can (age, gender, income level, educational level, technical savvy, internet access speeds, etc.)

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| Current Primary Target Market: academics and government policymakers in Ag Canada and some provincial governments  Goal: attract and keep younger audience (have highest turnover – if do not go into academia or government and go instead into producer group or business, they are no longer interested in services. |
| **Current Members**: grad students (30%), early career professionals (12%), professionals (53%), retirees (5%).  **Composition by area of work**: Academic (70% - university professors, researching), government (15% - policymaking, some researchers), producer groups (10% - applying), business (5% - applying, possibly researching)  Gender: Equal females/males in younger members, more males in older.  **Education and Income:** Highly educated (graduate degree at minimum) with higher than average incomes  **Tech Savvy and Internet Speeds:** high  **Social Media:** higher use by students; Twitter is social medium of choice for the profession at |
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Who is your **secondary target market**? Again, please include as much information as you can.

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| Secondary: Government employees attending events as non-members; people working for producer and interest groups |
| **Goal:** attract and keep more non-academics (people working for producer/interest groups, banks) |
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To help determine some good **actions points** for your site, what do you think your target audiences will be looking for most when they arrive? To obtain information? To get in touch? To make a purchase?

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| Obtain Information (who we are; what we do; info about next event; latest news; job postings; award winners and how to submit nominations) |
| Register for an event (discounted price for members) |
| Join/renew membership (create account or login) |
| Access journal (free for members) |
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## Goals and Objectives

What are your overall **goals and objectives** for your website?

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| Engage current members and attract new members. Provide a “one-stop shop”. They should want to go to the site to find out what is going on (latest news, events, job postings), interact (twitter, blog, post jobs, join/renew membership, register for event), access archived content (past conferences/workshops, CARRI, award winners, reports), access journal, see who else is part of the Society (membership directory)... |
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What **improvements** do you hope to see with your new site, over the old site (if an old one exists)?

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| Complete overhaul: fully responsive, modernized. It should feel spacious, uncluttered and inviting, with logical flow of info, intuitive menu, and specific calls for action. |
| People join the CAES to signal they are serious about their profession and would like to engage with others who are also in the profession. People visiting the site need to feel that the Society is their professional home. |
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Which **visual focal points** would you like to see on your home page? (For example: social media icons, slideshow of relevant images, company news or blog feed, contact information, etc.)

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| Twitter, FB, LinkedIn icons, slideshow of relevant images, company news/blog feed, contact information. Call to join area on every page; calls to act, on pages where appropriate. |
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Which pages on the site do you expect to be your **most frequently visited**? What are your goals for these primary pages? **Not sure of answer; suspect:**

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| Home page: attractive, modern, find info easily; the menu should be intuitive/logical and easy to find from anywhere on site |
| **Event pages:** provide info about event and ways to register; use fun, graphics/photos of people at conferences or the location of the conference |
| **Awards pages:** info latest winners and their photos, info on how to submit and ways to submit nominations (this is how we recognize our best) |
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List any **key items** you’d like on these specific pages (such as contact forms, news/blog feeds, galleries, feature boxes, testimonials, etc.). Please specify the pages on which they should appear.

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| Home page: feature next annual meeting and next policy conference with call to action (register); direct access to journals home page on publisher’s site; member login button; contact form (or button to page); news/blog feed, twitter feed, job posting “feed”; call to join area and contact area throughout site |
| **Next Events Pages:** photo of conference location or people participating; call to register; submenu (of specific items about the conference) accessible from each subpage |
| **Awards pages:** photos of most recent winners (perhaps a collage); call to submit nomination; submenu accessible from each subpage; one page is searchable database of past winners. |
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## Company Brand

Does your company have a professionally designed **logo**?**YES** / **NO –** sort of; may need tweaking

Do you have a digital copy of your logo in **vector** format, that you can supply us with (such as .ai or .eps)?**YES** / **NO**

If you are unhappy with your current logo, are you interested in brand redesign/refresh? **YES** / **NO**

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| A quick look at it to see if it needs matches Society’s goals might be helpful |
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Is your **brand** (logo, colours, typefaces/fonts, and graphics styles) consistent throughout all of your marketing materials?**YES** / **NO** not currently but would be good

Are there any specific **colours** your website should use, or shouldn’t use? (Does your company brand use specific colours?) Please list colour values/codes if you know them or supply your logo in **.ai** or **.eps** format.

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| The logo recently made has specific colours. Can provide a PDF of the image |
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Which **fonts/typefaces** are used in your existing marketing materials, and in your brand? (Please specify font weights, styles, and any other particular spacing criteria – supply your brand guide, if you have one.)

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| Don’t know |
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Do you have a **tagline** or **elevator pitch**, or a **mission statement**? If so, please list them below:

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| Value: Support professionals advancing studying and applying agricultural, food and resource economics |
| **Mission:** The Canadian Agricultural Economics Society aims to advance the study, sharing and application of economic theory and methods to help solve society’s agricultural, food and resource issues. |
| **Mandate:** The CAES provides opportunities for professional development, association and networking to individuals who are anticipating new challenges and contributing to solving agricultural, food and resource problems, by offering activities that support research excellence, professional development and knowledge exchange. |
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Does your company’s current **marketing materials** (if any) use consistent colors/fonts/styles throughout, to strengthen your brand recognition? Please supply samples, if you have them (business cards, brochures, flyers, links to web ads, etc.)

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| No, but would be good. |
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## Web Design

Please provide a list of sample websites and list specific examples of what you like or do not like about them:

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| **Website URL** | **Elements you like:** | **Elements you DON’T like:** |
| <https://www.thehomeinsurancepeople.com/> | * Home page * menu functionality * look: clean, bright, inviting * Clear statement of value and calls for action * well organized | * takes a while to scroll down the home page |
| <https://landlordbc.ca/> | * love the fun graphic on HP * Like the way people become a member with clear benefits for each category * good use of white space | * Menu is organized but would prefer it to be able to be viewed from anywhere on page rather than just at the top |
| <https://ivca.ca/> | * like the green area on bottom of every page talking about membership (call for action) | * otherwise is a bit old-fashioned |
| <https://efficiencybc.ca/> | * home page is efficient and to the point (main menu in photos!) | * but it took a while to realize photos were the main menu |
| <https://opcc.bc.ca/> | * menu works well * clear intention and purpose * use of one appropriate photo for each submenu in a main menu is efficient and consistent | * a bit predictable |
| <https://www.ciffa.com/> | * has similar features needed for our site | * but I find presentation too in your face, busy and serious * do not like this site |
| <https://www.aaea.org/> |  | * HP is way too busy and wordy * Gets the job done but not fresh and clean |

Which of these adjectives best describes the mood/attitude that you want your website to convey? (Please select 3 to 5.)

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|  Abstract   Artistic   Bright   Clean   Colorful   Conservative   Contemporary   Curved   Dark   Earthy   Elegant   Faded  Feminine   Flamboyant   Flowery |  Formal   Funny   Futuristic   Geometric   Glamorous   Grungy   Hand Drawn   Handcrafted   Humorous   Industrial   Light   Masculine  Metallic   Minimal   Modern |  Natural   Playful   Professional   Retro  Rustic   Simple   Sophisticated   Sterile  Tech   Textured   Traditional   Urban  Youthful  Zen  Other:  Fresh, some humour |

Are there any other specific **visual elements** your design should or shouldn’t have (ex: layout structure, other logos, images)?

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| Need images, photos, and/or graphics that are appropriate for a specific page. |
| Since members are economists in the areas of ag, food, resource and environment, graphics/photos should point to that but not take away from the information being searched or the calls for action. |
| Submenus items should be viewable from any subpage; better to be vertical so can add many subpages when needed |
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Which **marketing tactics** do you practice on a regular basis? (For example: website, blog, business cards, flyers, newsletters, social media design, newspaper or magazine ads, etc.)

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| Website (although currently it is bad!); flyers (electronic calls for nominations, papers, submissions), newsletter, Twitter |
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Do you have any **print materials** or other samples that convey your brand and should be followed for the new website?

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| No |
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Do you have any **photography** available, of either casual or professional quality? If so, please describe.

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| Just some poor (cell phone) photos of award winners; some current and past board members and some speakers (from past conferences provided by board member or speaker). |
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Do you have any other **multimedia** for the site, such as video or audio files?

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| No |
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Any **other comments** regarding your wishes for web design?

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| Site needs to be clean, bright, fresh, modern, and professional, with a bit of humour. |
| Layout and format, colours and photos should meet the goals and objectives mentioned above. |
| Menus need to be easily accessible and logical, so information is easy to find. |
| Clear statement of value and calls for action. |
| Contact and login areas easy to find. |
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## Website Structure & Content

What **special functionality** do you require (forms, blog, photo gallery, e-commerce, forum, secure login, newsletter subscriptions, or other)?

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| Main menu assessible from all pages, submenus within a menu assessible from all submenu pages |
| Secure login, member area, different member levels, auto-renew; membership management on back end, member directory |
| Event registration (member and non-member), different reg levels, registration management on the back end |
| Job posting: post from member area but postings viewable on home page |
| PayPal integration for membership and registration payments |
| Twitter feed, news/blog feed, job postings viewable on home page |
| Appropriate photos for slideshow |
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Which **pages** you would like to include on your website? (Please complete the separate **Site Map** document to show the page hierarchy for the website.)

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| Provided to Pete – content can be collapsed and rearranged |
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Do you have **website page copy** ready to supply to us in digital format? (Ex: Word document, website, etc.)

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| Provided to Pete – content can be collapsed and rearranged |
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## Final Comments?

Do you have any additional information to share, to help with the planning process?

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*Thanks!*

This information will greatly help us shape the esthetic appeal of your website and other design products, and will allow us to channel the focus in directions that will benefit you most! If you have any other thoughts before we begin, don’t hesitate to let us know!