

Creative Brief: 7 Pixels Website

This project is a website for 7 Pixels which is a newly established photography Studio located in Sogakofe in the Volta Region of Ghana. This website is to serve as a tool that would enable the company reach a higher target audience and to break through the overflowing competitive market.

Problem

In this 21st century where technology has become advanced and more interesting, most devices such as mobile phones have been equipped with powerful cameras that enable users to take stunning pictures. This combined with numerous photography agencies overflowing the market makes it difficult for a newly established photography studio to break through the market.

Objective

The primary goal is to increase awareness of this newly established photography Company and encourage the target audience to patronize their services.

Key Performance Indicators

We will use the following metrics to measure success:

- **Website visitors:** at least 5,000 unique visitors within the first two months after launch
- **Contact:** at least 500 in contact within the first two months after launch

Target Audience

The target audience is people from all walks of life who intend to capture a beautiful moment of their lives be it weddings, birthdays, naming ceremonies, parties, etc. The company also seeks to attract individuals and companies who want to promote their services or product through photography.

Competitors

Even though there are several photography companies out there, the main competitors of 7 Pixels are Sampana Photography, Bob Pixel and Pixel Factory since these photographers are into portrait photography and Drone shots.

Process

To execute this project, we:

- Survey current 7 Pixels' Clients
- Use survey data to write website copy
- Creation of Promotional Video
- Design and test the website
- Host the website on a server

Deliverables

This campaign will result in a website that highlights photography benefits and features and includes contact links.

Timeline & Budget

The project takes a period of 23 days beginning from 20th June to 13 July, 2022 at a total estimated cost of GHc 1,000.00 Ghana Cedis.

Contact Information

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