

**GRA 470**

## **Creative Brief**

### **Title and Description**

Frame Fusion is an innovative photo-sharing app designed to revolutionize the way users capture, share, and connect through their visual stories. Unlike traditional photo apps, Frame Fusion offers a unique blend of privacy, creativity, and community engagement, tailored for the modern user who values both personal expression and meaningful interaction.

### **Goals and Objective**

To develop a compelling brand identity and marketing strategy for Frame Fusion that highlights its distinctive features and appeals to our target audience, setting it apart from existing photo-sharing platforms. The goal is to drive app downloads, user engagement, and brand loyalty through a clear, engaging, and consistent message.

### **Audience**

1. **Primary:**
  - **Age:** 18-34
  - Tech-savvy individuals, socially active, early adopters of technology.
  - **Psychographics:** Values privacy and control over their content, seeks creative outlets, and enjoys connecting with like-minded individuals.
2. **Secondary:**
  - **Age:** 35-50
  - Professionals, parents, and hobbyists who appreciate high-quality, organized photo sharing with a focus on security and community.

### **Tone and Messaging**

- **Tone:** Friendly, innovative, and empowering.
- **Messaging:** Emphasize freedom, creativity, and control. Focus on the seamless blend of personal expression and community interaction. Highlight the ease of use and unique features that set Frame Fusion apart from competitors.

### **Assets and Deliverables**

1. **Privacy-First Design:** Users can control who views their photos with advanced privacy settings and encrypted sharing options.
2. **Creative Tools:** A suite of editing tools, filters, and creative features for users to enhance their photos and express their personal style.

3. **Community Engagement:** Interest-based groups and challenges to foster a sense of belonging and encourage creative collaboration.
4. **Smart Organization:** Automated tagging and smart albums that make organizing and finding photos effortless.
5. **Storytelling:** A unique feature allowing users to create visual narratives and share them as immersive, interactive stories.
6. **Brand Identity:** Logo, color palette, typography, and brand guidelines.
7. **Marketing Collateral:** Social media assets, website design, app store graphics, and promotional videos.

## Challenges and objectives

### Market Saturation:

- **Challenge:** The photo-sharing market is highly competitive with established players like Instagram, Snapchat, and TikTok. Breaking through the noise and differentiating Frame Fusion will require a compelling value proposition and strategic marketing.
- **Objective:** Develop a clear and unique selling proposition (USP) that highlights Frame Fusion’s distinct features and advantages. Implement targeted marketing strategies to effectively communicate this USP to the target audience.

### User Acquisition and Retention:

- **Challenge:** Attracting users to download and regularly use a new app can be difficult, especially when existing platforms already have a strong user base.
- **Objective:** Create a user acquisition plan that includes incentives for early adopters, referral programs, and strategic partnerships. Develop features and community-building activities that encourage ongoing engagement and retention.

## Competitive Analysis

Lapse	<a href="https://www.lapse.com/">https://www.lapse.com/</a>	Lapse is an app that you take a photo on the app and it gets put onto your story and later saved by each month. There should be different albums that photos can be stored in and have a way to upload photos previously taken.
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