



CREATIVE BRIEF

GOALS

Convey my vibrant and loud personality through colorful and uniquely designed logos, business cards, cover letters and resumes, all with the intention of attracting future employers.

PERSONALITY

Great communicator and public speaker/
sociable and personable/ hardworking and
motivated

POSITIONING

Outgoing and extroverted individuals can bring great communication between clients and can have the ability to vocalize new ideas and perspectives.

KEY INSIGHT

With hopes of working in the entertainment industry, standing out and expressing yourself is crucial. Setting yourself apart from the rest in a way that's distinctive to you is important.

KEY TAKEAWAY

My personality and willingness to take risks and put myself out there is valued in the industry. I can add an entirely new perspective to any company willing to give me a chance.

TARGET

Prospective employers within the entertainment industry looking for young graduates entering the public relations field.

REASON TO BELIEVE

I am a motivated individual ready to enter the entertainment industry head on. My personality and willingness to try my best will prove my abilities.