

# Creative Brief

## Accommodation Services

*Shared Student Housing Cardiff,  
did you know?*



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## Background

The aim is for students to use the free services provided by the university for more information about student housing. This is a non-bias organisation that seeks to give students a base knowledge of the warning signs and red lights they may come across browsing the housing markets in Cardiff.

## Objective

The primary objective of the campaign is to encourage students to use the free service provided by the university in order to consolidate their choices and feel more prepared when it comes to making the decision on their accommodation in Cardiff.

## Target Audience

The campaign will be targeted at first year students at Cardiff Met.

## What's the message?

Slow down, relax and explore your options.

## Phase 1.

### Ideation

We will conduct research on the areas we believe to be relevant to the project, we aim to create a body of work that will consist of both digital and printed media that reflects contemporary branding and advertising for letting agencies. Being part of the student demographic, we will have some insight and knowledge of what will catch the attention of our peers. However, we will also research further into the target audience and create some personas biased on our findings to ensure our outcomes are fully informed.

## Phase 2.

### Concept

We will follow Phase One by conducting more focussed research. This will then result in the creation of a large quantity of initial ideas with varying effectiveness, visual styles and overall aesthetics. By doing this it will allow us to communicate the key message of the campaign in a more effective manner alongside developing a stronger relationship with the client.

## Phase 3.

### Prototype

We will select the best concept and develop visual materials which will then be tested to see whether it works as a piece of communication.

## Phase 4.

### Refine and Present

We will review the work created and make any final refinements. This will then be presented to the client.