**CREATIVE BRIEF**

**New 20XX covers**

**1. Requirements**

Refresh Yellow Pages, Yellow Pages light, NBHD and C411 covers

**2. What is the opportunity that the communication can address?**

Every year we refresh our 30 000 000 big books present in almost every home and used by half of the Canadian population on average more than 2X a month. Great reach and frequency. We have 4 Types of covers that are all linked but different

**3. What are the objectives?**

Differentiate from the competition, Lower confusion rate Inform of what is in the books. Increase knowledge of what is inside the book Modernise the perception of the brand, Increase the Modern attribute perception Increase awareness of multi access (They are in order)

**4. Who is the target audience and what should we know about them?**

Julie uses both the print and online directories depending on her needs. She trusts the Yellow Pages brand and mainly uses it at home. She uses it both to find a business that she knows or to find somebody to help her out. When she lives a life event, she uses the directory a little since she needs extra guidance in those times. She takes the directory for granted since it has always been there and only opens it when she has a particular need. She gets confused when she sees other directories on her doorstep. Is there really more then one directory company? She has internet access at home only for the last couple years. She is starting to wonder if see needs the print directory.

**5. What is the user’s insight?**

I trust the Walking Fingers logo and I do not look at it anymore since I think I know what is in it. If I know I would see the brand differently

**6. What do they currently believe and what do they do?**

It is the old generic telephone book from my local Telco. Yellow Pages brand is only for the old print book

Is there really more then one directory provider? I’m confused

**7. What do we want them to believe?**

Yellow Pages print directories are the only directories I need. The Yellow Pages print directories are relevant for me even today

I can find more with Yellow Pages brand, anywhere, anytime, anyway I choose

**8. What can we convey about that the offer that will achieve that?**

It begins with the Big Book now it goes beyond. Find More with Yellow Pages directories

**9. Why should the user believe this?**

* More branded with the Walking Fingers,
* More environmentally conscious EcoFinder, fully recyclable
* More information on businesses
* More space to compare many businesses at once (wider view then online) and more detailed visual experience (higher resolution). Due to the absence of backlighting, it is more legible
* Modernise the perception of the brand,
* More access multi-access
* Inform of what is in the books.
* More content. The different sections
* Differentiate from the competition,

**10. Brand Strategy Overview**

 ***Yellow Pages Brand Positioning***

The general Yellow Pages brand positioning is the “Find Engine.” You don’t just search; you find what you are looking for.

Yellow Pages brand gives more information on businesses and organises the information to help buyers find the best seller

***Yellow Pages Light Edition***

Sometimes you need a lighter version to carry around

A lighter, smaller, more portable directory version of the traditional YP directory, while being as complete. This lighter version is intended to be carried around or to be referred to in a secondary location such as the home office, garage, second bedroom, in the car, etc.

***Canada411 Brand Positioning***

Complete Canadian business and residential listings from your Yellow Pages brand directory.

Complete: all of Canada and from all Telcos

Listings: focusing solely on name, phone number and address.

***NBHD books***

A local version of the traditional Yellow Pages directory. It focuses on a very specific local area and provides you with a more comprehensive assessment of businesses located near your home, in a smaller format.

**11. Executional Considerations**

Supports

* Push the Walking Fingers
* We liked this year’s cover and are ready for a phase 2 of it.
* All 4 covers should feel related
* Yellow Pages brand big book cover is the base
* Yellow Pages light is the same cover with a call-out
* C411 is the sister directory like we did the last 2 years
* NBHD is close to the Yellow Pages brand big book cover but with a more local business feel