

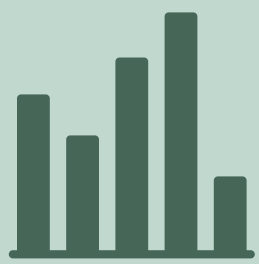
CREATIVE BRIEF

By Blank Slate Creative



Problem

Sunglo has transitioned from face-to-face sales to a purely e-commerce model and needs to increase advertising to energize this new approach. Consumers are not finding the website, and consequently, the product, on their own, and the brand now faces challenges in both brand awareness and sales.



Facts

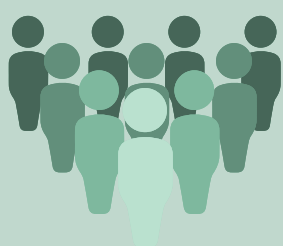
55% of U.S. households (71.5 million) have a garden.

51% of Americans say it's more likely that major changes to everyday life in the U.S. will be needed to address the problems caused by global climate change.

Food is no longer a sole source of pleasure and enjoyment nowadays, but has increasingly become a cause of concern because of its potential consequences for ill health.

55% of people garden to create a beautiful space, and 43% garden to grow food.

All food prices are now predicted to increase between 4.5 and 5.5%," the USDA's Economic Research Service explained in the March report.



Audience

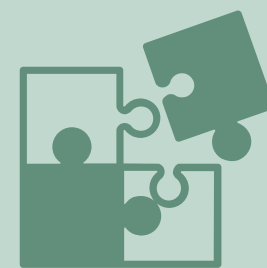
Gen X/Baby Boomers, aged 60-75, with home incomes ranging from \$100,000 to \$150,000, married, empty nesters, either retired or working part-time.

Women aged 30-45, Millennials/Gen X, with home incomes between \$175,000 and \$215,000, married with children, working part-time or volunteer work.



Positioning Statement

For enthusiastic moms and retirees who relish an active and hands-on lifestyle, Sunglo is the premier at-home greenhouse for year-round gardening, due to the high-quality acrylic build that allows nourishing UV rays to reach the plants inside.



The Big Picture

Starting to grow your own food sustainably can seem overwhelming and unattainable for many. With busy lives, knowing where to begin poses a significant hurdle. Greenhouses, often perceived as requiring extensive upkeep, compound the challenge. Sunglo aims to break down these preconceived barriers, demonstrating that a self-sufficient lifestyle is accessible to everyone.



Objective(s)

Generate brand awareness among health-centric Millennial Mom's, achieve a 40% increase in website traffic and overall increase sales of Sunglo Greenhouse Kits by 20% in the next year.



Background

Sunglo Greenhouses seeks to be more than a mere feature in your backyard; it aims to become an integral part of your family's life. Designed not just as an extension of your outdoor space but as a vital addition to your lifestyle, Sunglo emphasizes sustainability, health, education, and community. Committed to helping individuals realize the lifestyle of their dreams, Sunglo offers greenhouses that are capable of thriving in all four seasons and boast unparalleled durability, rooted in a rich history of enhancing lives and fostering community connections.