



DATE: 5.22.14
RE: Sample Creative Brief / Brand Attributes for Atlantic Avenue new Banner Set

Project:
New Brand ID and creative for Atlantic Avenue

Payment for design: \$3,000

Deadline to Apply: Friday, June 6, 2014 12pm noon

Background / Overview:

The Atlantic Avenue BID seeks to create a unique brand identity for Atlantic Avenue. *This ID is to be distinct from the established brand ID of the BID.* The desire is to brand Atlantic Avenue as the pinnacle of the high end Brooklyn experience, with the purpose of driving increased levels of commercial activity along the avenue. The operative concept agreed upon by the AABID marketing committee is “Brooklyn Chic.”

The Atlantic Avenue BID works with the majority of the businesses located on Atlantic Avenue, Brooklyn between 4th Avenue to the east and Furman Street and Columbia Street to the west. Also all side street businesses between State Street and Pacific Street are part of the area that we cover. The following are the top industries within our district:

Top Industries on Atlantic Avenue
Retail Industry: # of businesses in industry
Restaurants and bars: 52
Clothing and Accessories: 29
Spa, Salon, Body Care: 21
Housewares and Furnishings: 19
Gourmet and Middle Eastern Food: 12
Gifts: 11

Overall the majority of Atlantic Avenue is retail but we there is a significant minority of services (lawyers, doctors, architects, etc).

AABID Board Position Statement:

"For the middle to upper income New York City adult who seeks prestige and high quality products and services, the Atlantic Avenue BID is a shopping district that provides Brooklyn's most refined collection of boutique shops, restaurants, and services. Unlike neighboring shopping areas, our product is a beautiful boulevard with very high quality goods and casual, friendly, neighborly service."



Brand Attributes:

- “Brooklyn”
- Chic
- Classic and Contemporary
- Caring
- Historical
- Luxury
- Unpretentious
- Accessible
- Gourmet
- Local
- Desirable
- Unique
- Unquestioned Quality
- World class shopping, restaurants/food, shopping
- Dedication to Service
- Bold

Objective for selected applicant:

We want people to view Atlantic Avenue as a high-end destination, worth traveling to from adjoining neighborhoods, from throughout the borough, the city, and from around the country and globe, for its boutiques, shops and restaurants.

To this effect, we will be asking the selected party to design the following to support Atlantic Avenue's identity:

A) A logo that can effectively be used by the BID to co-brand all annual activities on the avenue as well as all of Atlantic Avenue's stores. Annual events include but are not limited to Atlantic Avenue's Brooklyn Wedding Expo; Atlantic Avenue Halloween Bar Crawl; and Atlantic Avenue's Summer Celebration.

B) Suite of 6 Banners: restaurant/bar, clothing, spa/salon, housewares/furnishings, gourmet/Middle Eastern grocery; and gifts. Imagery can be produced using any form of visual design: computer graphic design; hand-drawing/painting; photography; lithograph. The more colorful and creative, the better.

Respondent must be able to produce full scale, high-resolution files at 720 dpi for digital printing.

Banner dimensions: 27.75 inches W x 96 inches H.

Banner designs should be visible from a distance of approximately 30 feet.



AABID's Target audience:

Upscale shoppers from throughout New York City, tourists, those seeking unique shopping, dining, and fashion experiences. Currently, those shopping on the district hail from:

- Data from BID on demographics of current shoppers
 - Zipcodes of Neighborhoods we want to target in Brooklyn:
 - 11201 (Brooklyn Heights; Cobble Hill; DUMBO; Downtown Brooklyn);
 - 11217 (Boerum Hill, North Park Slope);
 - 11238 (Clinton Hill-Fort Greene; Prospect Heights; Crown Heights);
 - 11211 (Williamsburg);
 - & 11215 (Park Slope);
 - 10003/10009: Lower East Side/East Village, Manhattan; and
 - 10025/10027: Upper West Side and Morningside Heights
 - Target Audience Demographics
 - Age: 25-44
 - Marital status: (40% married; 60% single)
 - Average household size: 1.97
 - Target household income: \$100,000 to \$150,000

To Apply:

Submit PDF document with the following components:

- 1) Resume of the individual or interested group of designers/artists including the location of the studio / office of the individual/organization and applicant(s) contact information.**
- 2) 10 Images and descriptions of relevant past work(s) that demonstrate:**
 - a) logo design and contexts of use;**
 - b) banners;**
- 3) Client references (include company name, contact name, address, phone number and email); and**
- 4) Hourly rate for future design work.**

Submissions should be sent to aabidsteeringcommittee+banner@gmail.com