



Creative Brief & Execution
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Creative Brief - Insight

GET:

Alessi wants to increase brand awareness and recognition in Canada.

WHO:

Targeting millennials and Gen X interested in sleek, minimalist design.

TO:

By updating the logo to be more modern and current, showcasing Alessi's rich history of design and craftsmanship, and expanding presence on modern social channels.

BY:

Leveraging a composed, sophisticated, and practical brand voice.





The 10 Point Creative Brief - Alessi

The Project

Alessi is a renowned Italian designer brand specializing in household items and kitchenware. The company needs to increase brand awareness and recognition in Canada among millennials and Gen X interested in sleek, minimalist design.

Key Challenge

The main problem is the low brand awareness and recognition of Alessi in Canada. Despite its global reputation for design and craftsmanship, Canadian consumers are unfamiliar with the brand, hindering market share growth and social media traffic.

Purpose of Communication

The purpose is to introduce Canadians to Alessi's unique blend of design and functionality, showcasing the brand's rich history and global reputation. By highlighting the sophistication and practicality of Alessi products, the communication aims to resonate with the target audience and drive brand engagement and sales.

Competitors

Cuisinart: Known for its range of high-quality kitchen appliances and cookware.
KitchenAid: Recognized for its iconic stand mixers and premium kitchen appliances.
Breville: Specializes in innovative and stylish small kitchen appliances, targeting modern consumers.

Target Audience	<p>Millennials and Gen X with an interest in sleek, minimalist design.</p> <p>Persona: Sarah, a 30-year-old urban professional who values aesthetics and functionality in her home decor and kitchen appliances. She appreciates brands with a rich design heritage and seeks products that reflect her style and personality.</p>
The Deliverables	<p>Logo Redesign: Refresh the logo to reflect a modern aesthetic while honoring Alessi's design heritage.</p> <p>Ad Campaign: Develop two ads showcasing Alessi's unique design philosophy and craftsmanship, centered around the message: "if you know you know."</p>
Tone & Brand Voice	<p>The tone should be composed, sophisticated, and practical, aligning with Alessi's brand voice. Emphasize the importance of design and functionality while highlighting the brand's history and global reputation.</p>
Media Strategy	<p>Advertise on Instagram, Facebook, TikTok, and Pinterest to reach the target audience. Utilize visual formats such as videos, carousel ads, and sponsored posts to showcase Alessi's products and storytelling.</p>
Budget + High-level milestones:	<p>Budget: \$50,000 for logo redesign and two ads.</p> <p>Milestones:</p> <ul style="list-style-type: none">Logo redesign: 4 weeksAd campaign development: 6 weeksSocial media expansion: Ongoing with initial setup within 2 weeks.
Chief Message & Call to Action:	<p>The chief message is "if you know you know," emphasizing the unique design and functionality of Alessi products. The call to action encourages consumers to explore Alessi's products, engage with the brand on social media, and experience the sophistication and practicality firsthand.</p>



Comms Framework

Stage	Barrier	Comms Task	Channel
Living	Lack of brand awareness	Educate about Alessi's design legacy and craftsmanship	Social Media (Instagram, Facebook, TikTok, Pinterest), Influencer Partnerships
Looking	Information scarcity	Showcase product features and benefits through engaging content	Digital Advertising (Targeted ads on relevant websites and social media platforms)
Buying	Limited availability	Encourage exploration of Alessi's products and provide incentives to purchase	Website (Product pages, exclusive discounts), Retail Partnerships





Logo Redsign

In redesigning the logo for Alessi, I aimed to capture a modern aesthetic that resonates with the brand's essence. The font choice, "Avenir," strikes a perfect balance between simplicity and sophistication, aligning seamlessly with Alessi's design philosophy. The incorporation of a sleek kettle design within the logo symbolizes the brand's commitment to innovative and stylish household products.

ALESSI

Old Logo

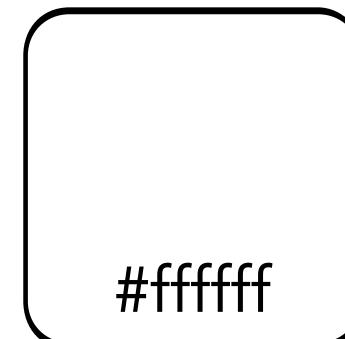
Alessi

New Logo

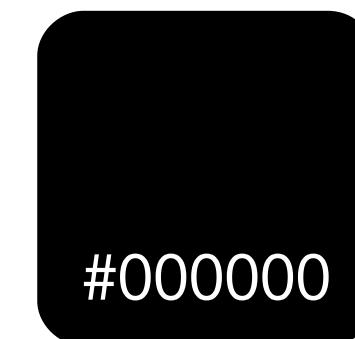
Color



#e54d2b



#ffffff



#000000

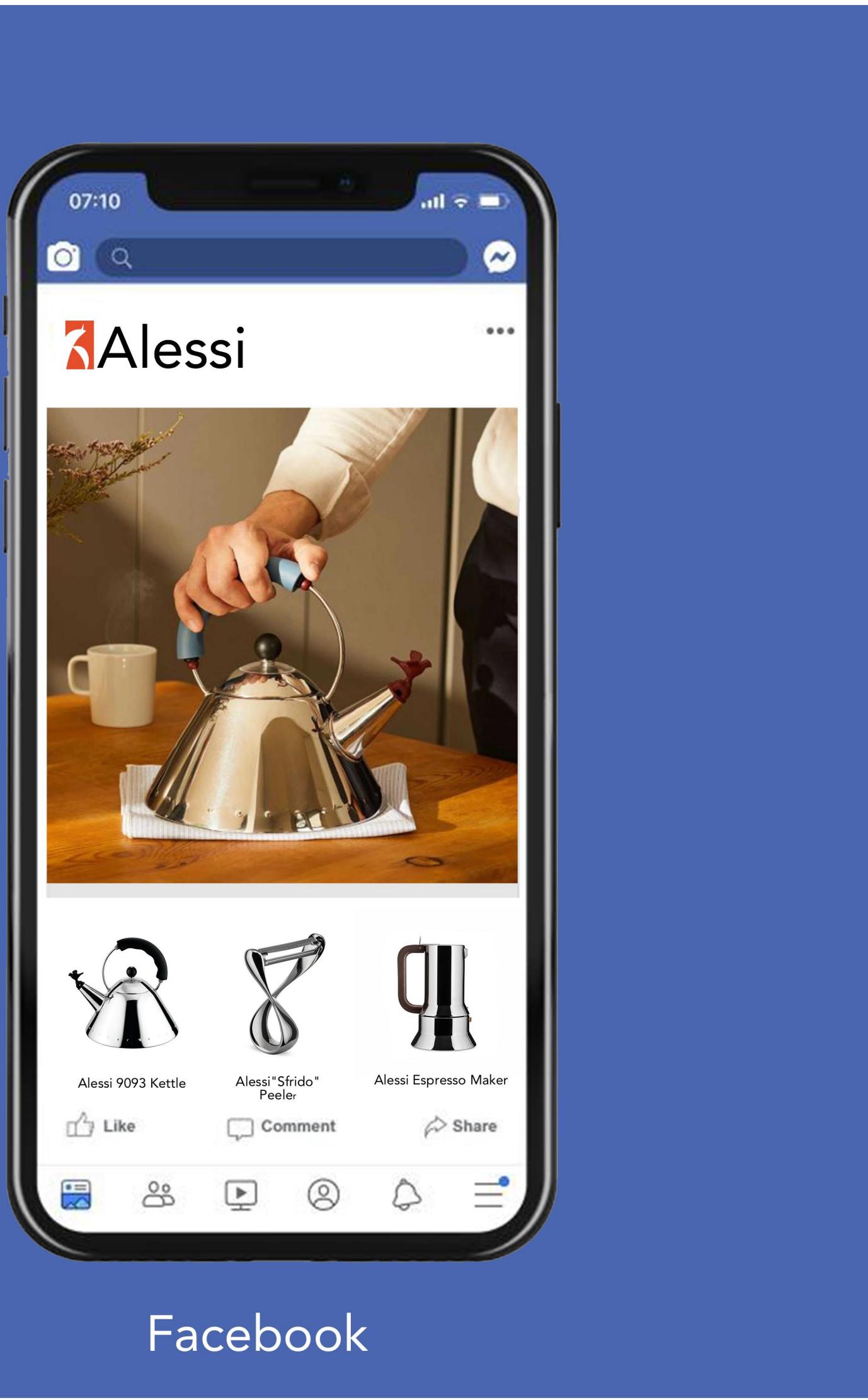
Font

Avenir | Roman



The Deliverables

Social Media Content



Facebook



Instagram

Bus Shelter Ad





References

Strategic Thinking: <https://strategicdesignthinking.files.wordpress.com/2012/11/hbr-alessi.pdf>

Design wanted: <https://designwanted.com/alessi-10-facts-100-years-of-design/>

Technology Student: https://technologystudent.com/prddes_2/alessi1.html

Brand Logos: <https://brandslogos.com/a/alessi-logo/>

Alessi: <https://alessi.com>

Atkinson's of vancouver: <https://atkinsonsofvancouver.com/shop-by-brand/a-c/alessi.html>