LUVU®

Jewelry Inventory Management & Point of Sale

Creative Brief

January 2016

As you develop this campaign, step outside of selling this product as just a product and think of this product as an experience for the user through copy, design, photo, and videos. This campaign is about EDUCATING the jeweler who may be ready to try a new point of sale & inventory management combination cloud-based app.

> - Deliver the brand promise of "efficient" and "easy to use."
> - "Making inventory, sales, and business management efficient and easy so you can get back to the thing you love, being creative."

Visual

- The overall layout needs to be clean and responsive (web). Using this product can be intimidating at first till user experiences how easy it really is to use.
- Break up visuals and chucks of copy for viewer to see and digest.
- Use images alongside technical data to draw the eye.
- Use flat clean colors. It's tempting to add flashy graphics but keep it simple and clean.
- Communicate "high tech" but "easy to use" with graphics that are easy to read with clean lines.
- Use calming cool color palette with emphasizing warm colors.
- Photography should be sleek with close ups showing detailed examples or features to draw the eye inwards.
- Use simplified graphic artwork to illustrate iPad or 3rd party technology.
- Don't go to new page for video or additional information links but play on same page with pop-up window with video player or additional information copy

Video and auto presentation for features and training videos

Please review the following sites for ideas on how to present function of features on a screen display with auto/video and product training located on website pages and social media:

> - pinegrow.com
> - pinegrow.com/editing/building-the-layout
> - thrivethemes.com

Creative Brief: LUVU Jewelry Inventory Management & Point of Sale

Messaging and Tone

- This product speaks to jewelers who insist on time saving, user-friendly, effective management, and clearly communicated easy to read reports and sales figures. No hidden message.
No clever wording. Direct-to-the-point benefits and results. Stress ROI benefits. Cost effective.

The message should emphasis the following benefits:
1) Time saving daily tasks performed in as few steps as possible utilizing technology users already know how to use
2) Effective management of inventory stock
3) Employee management features
4) Customized reporting & live sales figures
5) Expandable to meet future needs

The tone should emphasis the following benefits:
- Display of empathy and respectful of their craft, their skills, and time required to do their craft without interruption of worrying about inventory management, sales reports, and difficult app that is only accessible on their office computer and not available when they have time and on the go.
- This app provides tangible benefits to the jeweler (economics, time for their craft, feeling in control…). These benefits need to be stated confidently.

Visual and Copy Inspiration

1. Apple landing pages for iPad, iPhones, and Watches (and links to videos)
!caution: special effects as you scroll can be distracting to viewer that is trying to read copy.
- apple.com/ipad/
- apple.com/ipad-pro/
- apple.com/iphone/
    - apple.com/iphone-6s/
- apple.com/watch/

2. HubSpot landing pages
- hubspot.com

3. Airbnb landing pages
- airbnb.com

4. **Nest** pages
- nest.com

5. Etsy pages for various topics
- etsy.com

6. Elle Fashion Magazine
- elle.com