

# creative brief

prepared for

## Portland Outdoor Recreation

[www.portlandoutdoorrecreation.com](http://www.portlandoutdoorrecreation.com)

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## Client Background

- Locally-owned company
- In business for over 35 years
- Good word-of-mouth has been a primary marketing strength
- Good ties with local retail outdoor stores
- POR does not have a current web presence

## Mission and Positioning

- Provide fun, safe environmentally-conscious and adventurous outdoor activities for individuals
- Offer group expeditions into the outdoors with skilled leaders
- Leader in the metro area; stress that they are locally owned provider of activities with a strong Oregon history
- Activities compete against trips lead by REI, Next Adventure and U.S. Outdoor Store
- POR has put effort into creating clean, professional collateral

## Goals and Objectives

- Develop a web site that will increase overall activity enrollment rates and POR's market share, allow for online registration for activities, and counter improvements in their competitors' sites
- Site will include a current list of activities with a method of registering for those activities online
- Site will also feature:
  - other products and services
  - photo galleries of past activities
  - customer testimonials
  - activity leader biographies
  - contact information
  - special promotions
- Home page must include information about select upcoming activities, and links to recent activity photo galleries.
- Site will be complemented with a traditional print, e-mail and radio ad campaign supporting the new site

## Target Audience

- Target men and women equally
- Primarily educated adults with some disposable income
- Most have some outdoor experience but not whole a lot

## Requirements

- Site should be viewable in most browsers
  - Site must load quickly
  - Design must be clean
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