



## CREATIVE BRIEF FOR:



VISUAL OF PRODUCT



LOGO

# WOLVICLAW

CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX



1

## THE PRODUCT

The WOLVICLAW is six bladed knife set up in three blades for each hand. The purpose is to speed up the cutting process during cooking



2

## THE PROBLEM

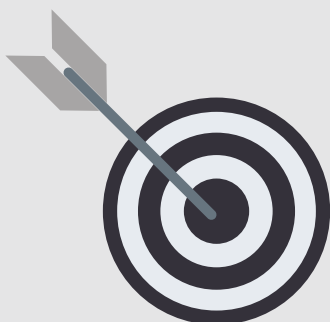
It takes too much time to cut up food, when you could spend that time actually eating it



3

## THE OPPORTUNITY

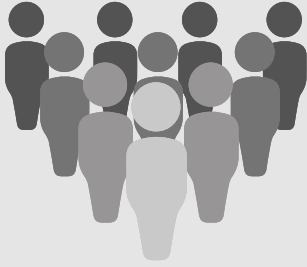
Create a quick way to cut up food that is practical and unique for the general public to use during their cooking process



4

## MARKETING OBJECTIVE

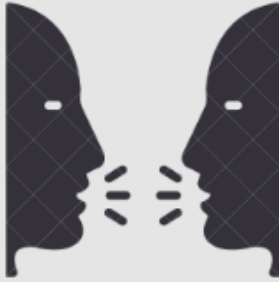
Create a new campaign to begin the sales of this product by putting it out on the market. The idea is to build brand awareness and show the practicality and entertaining aspect of the product



5

## TARGET AUDIENCE

Males and females of 16+ years that enjoy to cook and that enjoy the Wolverine movie. People that value food and that enjoy entertainment, such as movies and comics.



6

## TARGET PERCEPTION

This product is both practical and fun. It is easy to use and allows the cutting process to be quick, in turn leaving more time to enjoy the food



7

## NET CONSUMER TAKE AWAY

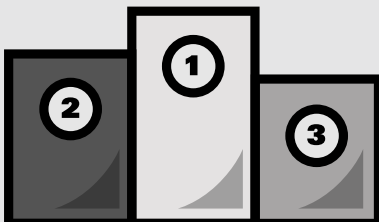
Easy, fun and practical product that anyone can use!



8

## APPLICATIONS

In the advertisements it is important to show the how easy to use, quick and practical the product is. Also, it important to show how the fun and entertaining aspect of it



9

## COMPETITIVE SITUATION

The biggest competition for this product are all the other conventional, regular knives that are in the market. However, there are none like this

LESS TIME CUTTING AND MORE TIME EATING

# THE WOLVICLAW

CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX



HAVE YOU EVER THOUGHT ABOUT HOW LONG YOU SPEND CUTTING UP YOUR FOOD BEFORE YOU COOK?

IF YOU REALLY ENJOY FOOD THEN YOU WOULD REALLY ENJOY SPENDING THAT TIME TASTING IT. STOP WASTING TIME AND GET YOURSELF A WOLVICLAW. WITH SIX BLADES YOU WILL CUT DOWN YOUR TIME BY 6X AND USE IT INSTEAD TO HAVE THAT FOOD IN YOUR MOUTH.







**THE WOLVICLAW**  
CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX  
BUY TODAY!

An advertisement for a product called 'The Wolviclaw'. The central image is a black silhouette of a muscular man in a power pose, with his arms outstretched. He is surrounded by a variety of fresh fruits and vegetables, including sliced lemons, strawberries, cucumbers, tomatoes, and bell peppers. Below the silhouette, the text 'THE WOLVICLAW' is written in a bold, white, sans-serif font. Underneath that, the phrase 'CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX' is written in a smaller, white, sans-serif font. At the bottom of the advertisement, the text 'BUY TODAY!' is written in a small, white, sans-serif font. To the right of the text, there is a close-up image of a pair of hands holding a large, silver, multi-bladed knife, which is the 'Wolviclaw' product.



A vibrant collage of food items. In the top left, there's a stack of sliced white bread. To the right, several strips of grilled meat, possibly steak, are shown. Below the bread, there are piles of diced white onions, orange carrots, and green bell peppers. In the bottom right, there are slices of lemons and oranges, along with a whole kiwi and a strawberry. Overlaid on the right side of the food collage is a pair of hands holding a multi-bladed knife, with the blades fanned out. The knife has a dark handle and several sharp, silver blades.

**THE WOLVICLAW**  
CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX  
BUY TODAY!

