



CREATIVE BRIEF FOR:

WOLVICLAW

CHOP FRUIT. VEGETABLES. MEAT. THE PHOENIX



VISUAL OF PRODUCT



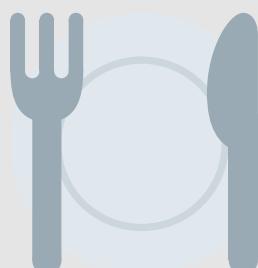
LOGO



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

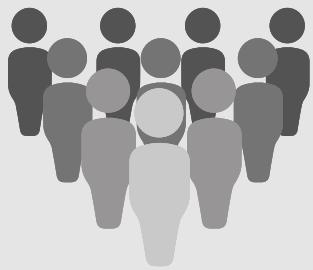
Create a quick way to cut up food that is practical and unique for the general public to use during their cooking process



4

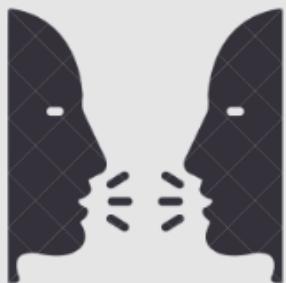
MARKETING OBJECTIVE

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**

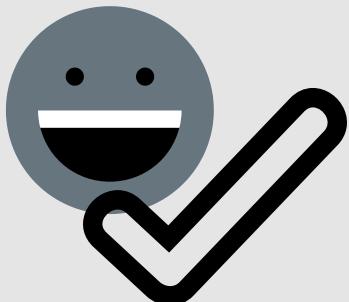
TARGET PERCEPTION

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**

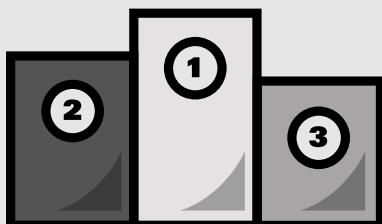
NET CONSUMER TAKE AWAY

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 is 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!



