Hillary Martin  
 Creative Brief Draft  
  
**SWOT** **Analysis**   
  
STRENGTHS: Unique organization on campus, talented group of riders, fun but competitive, participate in a variety of events.  
WEAKNESSES: Lesson barn is not very close, requires a car to get to lessons, not many people know about us, lack of money/ funding, shows being grouped too closely together.  
OPPROTUNITIES: Opportunity for more grant money, fundraising, more advertising to gain more members, better website.  
THREATS: Other schools because we compete with them for team members, if we don’t get numbers up our existence could fade, we are a small team.   
  
**Target Audience**Main target audience under-grad students. Mainly girls, Ages 18-22, or older depending on when they enter college. We target UWM students, but also high school students in Wisconsin looking for a college to go to. They will have an interest in horses; perhaps have shown in the past. Have some extra money to spend, be outgoing an social, likes to have fun  
  
Secondary Audience could be the parents of college students or friends/family members of college students.  
  
**Communication Objectives**

* Increase awareness by having 100 new people visit our website.
* Gain at least 5 new members by next semester.

**Product Features and Benefits**Feature: Don’t need to be experienced. Benefit: Can learn to ride from our coach.  
Feature: Private or group lessons aval. Benefit: Suits your riding needs.  
Feature: We get to travel to other schools. Benefit: We have a fun time.  
Feature: We are in the process of getting more funding. Benefit: Cheaper for students.  
Feature: Don’t need your own horse. Benefit: Cheaper and more convenient.   
  
 **Positioning of the Service**  
The Equestrian Team really doesn’t have any competitors on campus that I am aware of. Perhaps you could consider the Klotsche center, who takes trail ride trips as a competitor. However, they are not a competitive group. The biggest competition is probably other school’s riding teams or individual riding programs in Wisconsin. Some reasons Wisconsin may have a bigger team include…

* They have been around much longer
* Get more funding
* Offer scholarships
* Have always had a nice website
* Does a lot of advertising

**Key Consumer Benefit**The Milwaukee Equestrian Team is the only horse team/club offered at UWM.   
  
**Creative Strategy**I would say that we are in the growth stage currently.

* We will position ourselves as a new up and coming team/club
* We will work to get more views on our websites and other promotional materials
* We will work to gain more team/club members.

**Tone**I would say an instructional feel would suite us best. However, you have to be kind careful there because we are a fun group of people so you don’t want it to sound “blah” and boring. Our current website is also sort of a testimonial along with instructional because it gives information about what we have done in the past and our current team members/ office members etc.   
  
**Support Statement**Feature: You don’t need your own horse. Benefit: It is cheaper and more convenient.  
  
 **Slogan and Tagline**Possibilities:  
  
“Come horse around”  
  
“Got horses? We do.”  
  
“Come ride with us”   
  
“Ride on.”  
  
I think it is too early for a tagline for Milwaukee Equestrian at the time since we don’t have an established slogan yet.   
  
**Logo**I like our current logo. Maybe there could be some adjustments in color, but I like it much better than the old logo. I was also thinking it would be cool to have a logo with both a jumping horse, and a horse on the flat going in opposite directions. However, that could add a lot of confusion to a team/club in its growing stages.