

GENERAL CREATIVE BRIEF

Tell me about your company (incl. targetgroup):

My company is called 'Scents from Wonderland' sells scented homegoods, such as candles, bodycare and interior perfumes. I offer a brand from the US, which can't be bought in store in my own country (the Netherlands). I offer the service to buy and ship the goods from the US to the Netherlands, or one can buy from the (small) stock I offer.

Hence the name Scents from Wonderland, scents for all the nice smelling products, and Wonderland from the US. Also a little reference to Alice in Wonderland, since 'we're all mad (about scents) here'!

I intend to reach people who love scents, want to make their house a home, and who decorate their household for every season. So people who want to make their home a little extra special. At the moment I'm just a small start-up company, so I use my website and some social media (facebook, twitter, instagram) to reach my target audience.

Goals and Objectives:

My goal with the logo is to look more professional, and grow in terms of being a 'real' company. A good logo just makes it look so much more professional. Especially for the long term, you can't grow without a logo.

Describe what you want designed:

I would love a simple, classy and funny design. The logo needs to include the name (Scents from Wonderland), and an reference to Alice in Wonderland would be great. Feel free to get creative!

Competitors Design

Designs that I like are usually simple, professional, and a little cartoonish. Things like:



Since it is suggested to also name what you don't like: I don't like things that are too busy (glitters, sparkles, too many drawings) :



How will success be measured?

It will be measured mostly by the number of leads generated, with the amount of (positive) reactions on social media and the website. A raising number of sales would be nice of course.