**Brand “Shelby”**

**Client and Product**

Shelby is latest model of an ideal employee. To improve company performance, employers use Shelby to enhance overall demeanor and increase productivity throughout the workplace.

Shelby Inc. was founded 19 years ago by two parents who wanted a daughter. They used only the best nurturing love and care and combined support and compassion to give her the skills necessary to become a successful employee. Shelby encompasses responsibility and organization and features a dedicated goal-oriented attitude. She also comes with great communication skills and optimistic outlook.

Shelby is willing to learn and can be trained easily for various positions. She has developed special skills in writing proficiency and multi-tasking. She currently works for approximately $9 per hour.

Recent results have shown improvements in company progress toward attaining goals.

**Target Audience**

The target audience for this ad is employers, ideally in the public relations field, looking to improve the overall status of the production of their companies. They are typically average size companies and have tried numerous other employees without success. Specifically, the average age of employers is 45. They have a median household income of $75,000. They are college graduates and hold a professional position of power.

Members of the target audience are typically part of acknowledged companies looking to advance as a whole in the corporate world. They are proud of their previous accomplishments, but are actively searching for the “missing link.” Previous employees have performed adequate work, but the employer expects excellence. They are looking for someone who is reliable, motivated, trustworthy, responsible, confident, and personable. Performance under deadlines and communication skills are absolutely necessary.

**Product Benefits**

Research has proven that hiring Shelby will increase the performance of the company by a noticeable percentage, heightening the level of success.

**Current Brand Image**

Little awareness currently exists about Shelby and her benefits. Members of the target audience have been using other means for finding employees for previous work.

**Desired Brand Image**

Shelby is the preferred choice for employers looking to boost company performance.

**Direct Competitors Images**

Direct competitors include other prospective employees looking for work within the same fields. They will possess some of the same positive characteristics as Shelby, such as confidence and dedication. Some may have more experience than Shelby and employers could view this as better.

**Indirect Competitors Images**

The primary indirect competitor is technology. Technology has an endless list of capabilities that are performed in a timely, efficient manner. Technology is always progressing and could soon replace employees entirely.

**Advertising Goal**

To persuade target audience members to hire Shelby as an employee

**Strategic Message**

You can easily maximize the performance of your company. Hire Shelby.

**Message Support**

Feature Benefit

Shelby is effective and productive Profitable investment

Shelby is affordable Productivity outweighs cost

Shelby is available No scheduling conflicts

Shelby has travel capabilities Convenient

Shelby is part of a young demographic Fresh, innovative ideas

Shelby has connections throughout the country Increase company outreach