Strategic Message Planner: Sparx Creative

**Client and Product**

Sparx Creative is a multi-level creative workshop allowing artists of all ages the opportunity to develop their abilities in a safe and secure environment.

Sparx Creative was founded three months ago by a successful artist turned businessman who believes that every aspiring creative mind deserves a place to harness their abilities. Sparx gives all creative minds the opportunity to push the creative boundaries with nobody to tell them otherwise.

With its multi-layered design, Sparx creative offers a facility for painters, drawers, graphic designer, photographers and graffiti artists. All with a creative area designated to their particular medium to both inspire and influence growth.

Painters and drawers will be given similar areas equipped with an open floor plan, still life tables and easels provided for everyone.

Photographers will be equipped with multi-room state of the art lighting studios with an open floor plan to be manipulated to the photographers needs. In addition to photographers, graphic designers will be equipped with a large computer lab running both Windows and Macintosh allowing them to harness their skills in all graphic design suite packages.

Graffiti artists will be provided their own section of the facility. Built with specialized air vents separate from the rest of the facility, artists can purchase paint and time to practice on large or small provided walls for small projects or larger murals. Larger canvas will be available for artists looking to use their artwork in galleries, as it will be in all other mediums.

**Target Audience**

The target audience for this facility is artists of all ages. Families can come together and have their children explore color and paints, while older men and women embark on their own creations. There is no true age limit.

If generalized, Sparx would be looking to pull in the 18 to 30 age market to begin a large artist following. Allowing the message to spread with aspiring young artists.

Sparx expects customers who do not have a place to outlet their creativity in a safe and controlled manner. Many artists are not able to find places that support their efforts for a quiet and accessible workstation.

Members of the target audience would probably feel confined to smaller venues or workstations and use Sparx as a place for flexibility and an open floor plan to work within their creativity.

**Product Benefits**

Sparx Creative is a safe, accessible artistic facility that allows artists of all ages and mediums a place to explore and develop the creativity that is inside of them.

**Current Brand Image**

Sparx Creative is a new idea to the artistic market. Many find it to be a workout facility for the creative mind.

**Desired Brand Image**

Sparx Creative helps develop and encourage the artistic abilities in everyone in a safe, open and controlled environment.

**Direct Competitors**

The idea of Sparx is an innovative idea that as yet to be heard of. The projected competition of Sparx Creative would be those companies in the retail markets of artist supplies.

* Hobby Lobby – One of the leading craft stores in the nation with a record of being very conservative. However, Hobby Lobby does not provide a place for artists to use their products within the stores. Said to be on the expensive side of the market.

**Indirect Competitors and Brand Images**

Organizations and companies that provide small niche facilities for specific mediums would more than likely dislike how busy Sparx could be with our goal to provide a place for everyone. Some people fear judgment from others and hold their creations to be very private creations and Sparx will try to accommodate to all preferences.

**Advertising Goals**

To convince the artistic public that Sparx Creative has a facility that is flexible and open to use and they do not need to be confined to their small unreliable workstations.

**Strategic Message**

Sparx Creative satisfies the artists need to outlet all creative abilities and explore those abilities yet to be discovered.

**Supporting Benefits**

**Feature Benefit**

Painters

Drawers

Graphic Designers All have a facility to outlet their creativity.

Photographer

Graffiti Artists

Provides Supplies Profit building

All age groups No limits toward creativity

Multi leveled Facility Extensive room for artists.

Title: Sparx Creative Opening

Topic: Opening Day

Duration: 30 seconds

Intro: 92.1 The Beat – FM

**Announcer:**

Attention artists! Have you ever felt like you have nowhere to express the creative juices that flow through your body?

Have you ever felt that nobody understands your process or why you do the things you do in your art?

There is finally an answer to all of your problems. Sparx Creative, a new facility that provides spaces spanning all mediums is opening Friday, June 21 in the heart of Chicago.

Come discover the one place where every artist is accepted no matter what your preference or style might be.

It is all about helping you find an outlet for the creative that lives within you.

Come join Sparx Creative because there is always something creative living inside of you.