

LIH CONSULTING | CREATIVE BRIEF FOR

BLACK COILS



Papserie

GROWTH COACHING

STRATEGIC CONSULTING

BRAND DEVELOPMENT

WEB DEVELOPMENT

OVERVIEW

Project:

Strategic Consulting
Brand Development
Web Development
Growth Coaching

Timeline:

Started April 2020
Finalized June 2020

Client:

LNC Graphics

Brief:

The client retained our services to launch a secondary e-Commerce brand focusing on elegant stationery products. This brand was to be positioned under an existing venture and then transitioned to stand on it's own. We began with developing the strategy for approaching the project via coaching and consulting in late April of 2020. Mid to late May we moved forward to begin Brand and Web Development services, completing both of these in early June. For the remainder of June, LIH Consulting assisted with the migration of products into the new inventory system and formally launched the site July 15th 2020.





Brand Development

LIH Consulting assisted with the development of a strategic brand approach replete with consumer profile, brand values, philosophy, persona and archetype(s). This strategy was then utilized to design the brand aesthetic, sensory displays and digital assets with considerations made for scale, symmetry, style, typography, logo and watermark.



WEB DEVELOPMENT

For completion of the web development components for this project we began by conducting a strategy session to assess and determine what operational functions needed to flow through the site. Once we had those activities cataloged we moved forward to blueprint and diagram the outline of the site, design each individual webpage utilizing Wix platform (along with additional design software), assisted the client with content development and finally conducted various SEO related tasks.



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