

## Creative Brief for Lucas Industries

<p><b>Client Background</b>          What is the background of this client and/or project?          What are we promoting?          Why are we promoting it?</p>	<p>Luke Columbus started Lucas Industries to manufacture roofing ventilation from locally sourced materials in Oklahoma. He had a ventilation line built in a warehouse which was a large green machine he jokingly referred to as “Monty the snake” because it looked like a coiled snake. The name stuck and the ventilation was trademarked as Monty.</p> <p>After his death, his friends and investors, Bill Abbott and Nick Eastsmith, continued to manage Lucas Industries with the same philosophy as Luke Columbus, which is to “use the best raw materials to make the best finished materials.”</p>
<p><b>Objective</b>          What is the overall goal?</p>	<p>To convince roofing wholesalers to include Monty ventilation in their catalog of roofing accessories.</p>
<p><b>Target Audience</b>          Who are the key audiences that we are trying to connect with? What do we know about them that will help us? What does our audience think? What do we want them to think?</p>	<p>The target audience is roofing contractors, builders, architects, engineers, property managers, and wholesalers.</p>
<p><b>Competitive Set</b>          How is this product different than others like it? Is there anything we need to know about the competition?</p>	<p>It is made locally and is more affordable compared to other brands.</p>
<p><b>Key Differentiators</b>          What is our unique selling point or position?</p>	<p>The product uses smart airflow efficiency, weather-proof design and tested, built for easy installation, and it meets the standards of the strictest certifications.</p>
<p><b>Key Promise</b>          What is the single most important message that we want the audience to leave with? Our answer should be one sentence.</p>	<p>Proper roof ventilation protects your home, saves energy, and extends the life of your roof.</p>
<p><b>Supporting Details</b>          What evidence supports our basic promise? Our answer should be three to five bullet points.</p>	<ul style="list-style-type: none"> <li>• Building science and industry standards</li> <li>• Manufacturer and performance testing</li> <li>• Real-world benefits</li> <li>• Warranty and longevity proof</li> </ul>
<p><b>Call to Action</b>          What do we want our audience to do after seeing our message?</p>	<p>We want them to ask for your ventilation product at their distributor or supply house. Include it in project bids as a selling point for better roof performance. Get certified or trained on your installation system.</p>
<p><b>Mandatories and Considerations</b>          Are there any executional considerations/mandatories</p>	<p>Lucas Industries and Monty brand logo and color scheme standards, and Monty trademarked symbol.</p>

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<p>(such as size or shape limits, logo usage, disclaimers, disclosures, or trademarks)? What should the tone be? What is the brand voice? Use adjectives to describe the key qualities you want consumers to associate with the product and/or brand.</p>	
<p><b>Media/Deliverables</b> What is the medium? What is the timeline? What is the medium associated with this project? Final file requirements?</p>	<p>Print and online ads in roofing magazines, roofing supply distributors, trade magazines, and at professional associations.</p>