

# Stanley H. Bettger, Inc.

## Creative Brief

### Assignment Background:

Stanley H. Bettger, Inc. is an oil heating business. The purpose of this assignment is to provide the business with branding as well as an informative website where customers can contact the owner and make appointments. Also this site will be used to educate customers on the services and products which the company offers.

### Target Audiences:

1. Home owners in the north shore area with oil heating systems.
2. Current customers, with most ages ranging from 35-80.
3. Prospective customers, those looking for a serviceman to repair and/or install their heating system and equipment.
4. New home owners looking for a local heating technician to service their oil burners.

### Communication Objectives:

Stanley H. Bettger, Inc has been around for 60 years and through those years has provided it's customers with genuinely reliable service and professional workmanship. Even on the internet, you will be presented with the same friendly, reasonable service that you have come to expect.

### High Value Role:

Stanley H. Bettger, Inc. is a company which continues to offer individualized, reliable service. It is a welcome solution for new and old homeowners alike.

### Creative Direction:

**Logo** - Ideas include a house wrapped in a blanket. Themes of warmth and friendliness.

**Typography** - San-serif fonts, ~12 point HTML typeface.

**Images** - Color photos of burners, service vehicles and company workers.

Stock photography of homes and families.

## Color



**Layout-** Clean and minimalist, no borders. Informative yet brief.

**Page heaviness-** Overall light in appearance, more text than visuals.

## Benchmarks:

<http://www.ultraheating.com/> heating and air conditioning company in Lynnfield, Massachusetts

<http://onehourheatandair.com/> heating and air conditioning company with “one hour” guaranty.

<http://brothersphac.com/> plumbing and heating company based in Dracut, Massachusetts.

<http://www.serviceexperts.com/> general air conditioning company.

## Tone & Manner:

Friendly, Reliable, Old fashioned, Fast, Shiny, Clean, Personal, Professional, Trustworthy, Consistent, Experienced, Knowledgeable, Efficient, Guaranty, Certified, Licensed, Reputable, Dedicated.

## Technical Considerations:

HTML, JavaScript, and Flash will be used for the front-end web interface.

The web site must support the following browsers: Microsoft Internet Explorer 5x, 6x; Netscape Navigator 6x; Safari; and Mozilla Firefox.

The interface must be 770 pixels wide or scaleable to 800x600 **or** 994 pixels wide or scaleable to 1024 x 768.