

Creative Brief:

by Andrew Engram

Project: Sphere

Background:

Sphere is an alternative for various types of media and other devices. Potentially, it could replace television and computer monitors, creating the ultimate user experience. There are two major systems contained in a mirror-like sphere: three high definition projectors and two infrared projectors. The three high definition projectors would sit at the top of a globe-like device able to project on 3/4 of the wall space if desired by the user. Facing the opposite side are two infrared projectors and cameras that track the movement of objects and users in a three-dimensional space. Recognizing gestures, individual voices, and the immediate environment, the *Sphere* would give users the ultimate control of their experience when it comes to the web, video games, movies, or favorite TV shows.

Audience:

The primary audience will be middle-income men and women between the ages of 17 and 45. Marketing will target those who frequently use the internet, watch television/movies, and/or play video games.

Objectives:

- To introduce product as an attractive and affordable option to HD televisions.
- To present the targeted audience a firsthand look at how their media and entertainment could be enjoyed in a more sleek, customizable, and engaging way.

Message:

Sphere is a more affordable and superior alternative to an HDTV screen or monitor.

Medium:

There will be print ads that would be used inside technology magazines and bus ads, as well as Web ads, possible TV spots. In addition, *Sphere* will have a personalized web site.

Design Presentation:

Simple and clean look to match the sophistication of the product.