



BRANDING MASTERPLAN

CREATIVE DESIGN BRIEF

'Divine Creations'

Client: JHJOwen Ltd
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CREATIVE DESIGN BRIEF

JHJOWEN LTD T/A DIVINE CREATIONS (EST. 2019)

COMPANY



Micro business with 1 decision maker



Media & Broadcasting



Llanelli, Wales (HOME) (1 location)



James Owen



01554556650



james@divine.cymru

PROJECT

WHERE WE'VE COME FROM

Self-taught film-maker and entrepreneur who wanted to build a business based on James' passion. Initial goal was to do w... see p08 for more

WHERE WE ARE NOW

Only 1 staff, James. Current 3rd year student for BA Filmmaking working on business on spare time. Clients bas... see p08 for more

WHERE WE WANT TO BE

Primarily focus on video. Build a reputable film company known for quality of video and engagement. Story and relationsh... see p08 for more

PRIMARY OBJECTIVE

Refine the existing brand

SCOPE OF WORK

01 FOUNDATION

BRAND VISION

A future where people no longer need to guess who's behind a business - where every brand in Wales shares their real story!

BRAND MISSION

Help every brand in Wales c

BRAND PURPOSE

Tell business stories

BRAND MEANING

We'd love our brand to be known for Candid-style

DIRECT COMPETITION

Local: Rediscover Media

National: Mothergoose Films

Internat.: Kingdom Creative

CORE VALUES

Candid-style

Engaging

Excellence

Integrity

Going the extra mile Enthusiasm

TARGET AUDIENCE

B2B: Marketing Mark

AUDIENCE PRIORITIES

1st priority: Relationship

2nd priority: Convenience

TARGET POSITIONING

Low Credibility & Neutral

02 STRUCTURE

BRAND PERSONA

NAME HERE



year old from

Key Personality Traits:

&

DREAM CLIENT

5-YR AWARENESS GOAL

Guest speaking - S4C, pod

BRAND PROMISE

We promise that every customer experience and interaction with our brand will be . By spending time or money with our brand, customers can always expect to gain .

CORE OFFERING

KEY BENEFIT

KEY PAIN RELIEVED

TOP PRODUCTS / V.P.s

03 OFFERING

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- 06 Brand Identity Assets to be Designed

Objective

Divine Creations's primary objective for this project is to refine the existing brand

Company info

Legal Name:	JHJOwen Ltd
Trading Name	Divine Creations
Year Established:	2019
Leadership structure:	Micro business with 1 decision maker
Industry/sector:	Media & Broadcasting
Company HQ location:	Llanelli, Wales (HOME)
Number of locations:	1 location

Project contacts

Project lead name:	James Owen
Project lead telephone:	01554556650
Project lead email:	james@divine.cymru

Company links

Company website:	 https://divine.cymru
Company Facebook:	 https://www.facebook.com/DivineCymru/
Company Twitter:	 https://twitter.com/divinecymru
Company Instagram:	 https://www.instagram.com/divinecymru/
Company LinkedIn:	 https://www.linkedin.com/company/divinecymru/
Company YouTube:	
Company Podcast:	
Other:	 https://vimeo.com/jhjowen

Scope of work

For more details on the Scope of work, please see page 06



00 PROJECT // SCOPE

[KEY]
P1 =
P2 =
D = Distinctive
🖋 = (Re)design



DIVINE CREATIONS'S EXISTING BRAND IDENTITY ASSETS

P1* P2* D* TOTAL



NEW BRAND IDENTITY ITEMS TO BE DESIGNED



01 FOUNDATION

Essentials // Positioning // Audience // Competition

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OUR STORY

BACKGROUND
INFORMATION

Where we've come from

Self-taught film-maker and entrepreneur who wanted to build a business based on James' passion. Initial goal was to do weddings, soon realised he didn't like doing them.

Where we are now

Only 1 staff, James. Current 3rd year student for BA Filmmaking working on business on spare time. Clients based in South Wales - not really online. Typically charge £700+ for any project.

Where we are going

Primarily focus on video. Build a reputable film company known for quality of video and engagement. Story and relationship building will be a key part of the business. Desire is to build a team of story-tellers.

PURPOSE

THE REASON
WHY WE EXIST

TELL BUSINESS STORIES

Helping businesses connect with people through story-telling.

VISION

OUR DESIRED
FUTURE STATE

A future where people no longer need to guess who's behind a business - where every brand in Wales shares their real story!

MISSION

HOW WE'LL FULFIL
OUR BRAND VISION

Help every brand in Wales create amazing, real stories through film by 2030

CORE VALUES

OUR NON-
NEGOTIABLES

CANDID-STYLE

ENGAGING

EXCELLENCE

INTEGRITY

GOING THE EXTRA MILE

ENTHUSIASM



CORE VALUES

THE DETAILS

CANDID-STYLE

What we mean is real, raw, documentary style filmmaking

ENGAGING

Interesting stories that capture and retain the attention of the viewers

EXCELLENCE

Delivering high quality service and products

INTEGRITY

Good communication that is honest. We put the clients needs before our own

VALUE FOR MONEY



GOING THE EXTRA MILE

We want to be known for going the extra mile and exceeding expectations

ENTHUSIASM

Demonstrating passion and excitement for client projects



TARGET AUDIENCE

WHO WE'D LIKE TO WORK WITH (BASIC)

NOTE:

For detailed information on our Dream Client and other typical client profiles, please go to page 25 / 26

MARKETING MARK

Businesses (B2B)

Marketing agencies, marketers and creative firms that require the services of a candid-style film-making studio that work for SMEs and Start-ups with a turnover of £100k - £5m.

PRIORITIES

WHAT'S MOST IMPORTANT TO OUR AUDIENCE

RELATIONSHIP

1st Priority

&

CONVENIENCE

2nd Priority



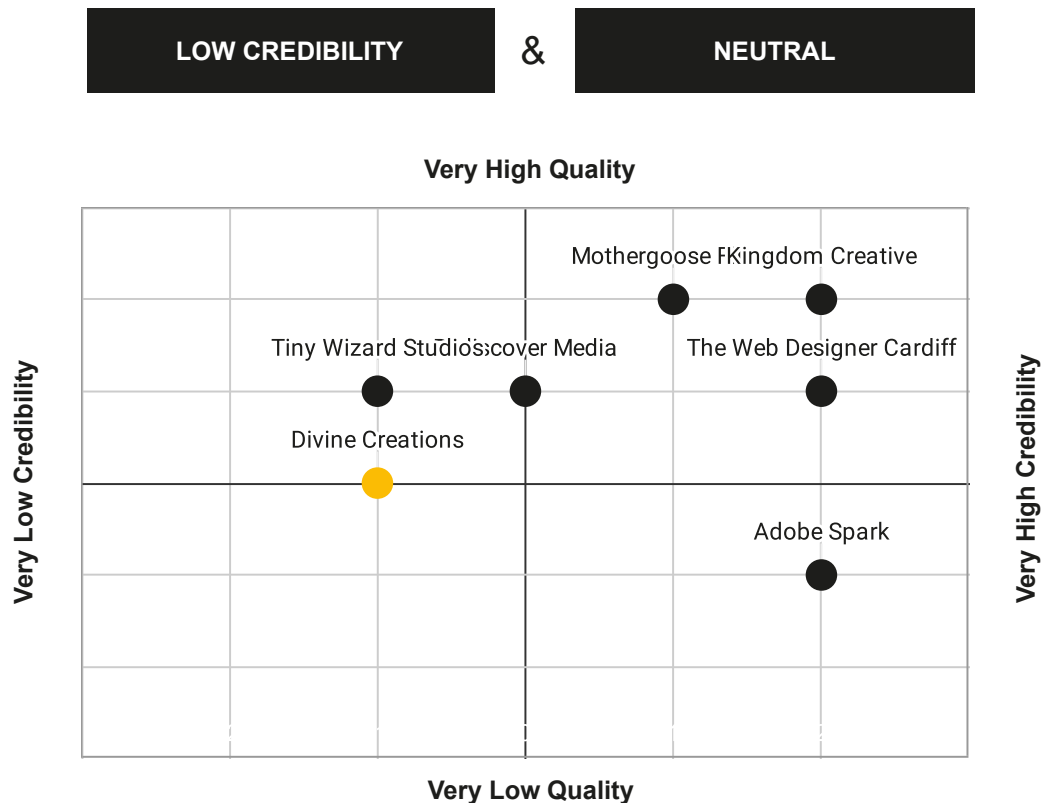
MEETING PLACES

WHERE YOU'LL
TYPICALLY FIND OUR
AUDIENCE

DIGITAL SPACES	PHYSICAL SPACES
Social Media • Facebook • Instagram • LinkedIn • Snapchat • TikTok • Twitter • YouTube	Community Spaces • Churches / Religious gatherings • Community Halls / Centers • Schools / College / University
Websites • Entertainment sites e.g. Netflix • Lifestyle / Blog sites • News sites e.g. BBC • Search Engines e.g. Google • Shopping e.g. Amazon • Your direct & indirect competitor s	Leisure Spaces • Parks / Nature trails • Pubs / Social clubs • Restaurants / Cafés • Shops / Malls • Sports facilities / gyms
Apps: Phone/Tablet/TV • Business • Entertainment • Gaming • Music / Radio • Niche apps • Production • Reading / Audio Books	Working Spaces • Coffee shops, Incubator units/hot de • Home studios • Offices • Place of business (other than office)
Other Digital Spaces • Online Conferences/Webinars	Other Physical Spaces • Conferences • Networking Groups

TARGET POSITION

THE SPACE WE'D LIKE TO OWN



MEANING

WHAT WE'D LIKE TO BE KNOWN FOR

WE'D LOVE OUR BRAND TO BE KNOWN FOR CANDID-STYLE

In addition to our ONE MAIN THING (CANDID-STYLE), we'd also like our brand to be associated with / known for...

- Professional
- Enthusiastic
- Positive
- Skilled
- Knowledgeable
- Excellence
- Committed
- Integrity
- Engaging
- Bespoke
- Value for money
- Going extra mile
- Documentary
- Candid-style

Golden Values:

Our Core Values that align with our desired positioning and also overlap with our 'Unique Values' (below)

- Candid-style
- Enthusiasm

Unique Values:

Core Values we have that our biggest competitors are NOT known for

- Candid-style
- Enthusiasm



ON TARGET

WHERE OUR DESIRED
MEANING AND ACTUAL
MEANING ALIGN

Desired Meaning	Actual Meaning	On Target?
Professional	Professional	YES
Enthusiastic	Enthusiastic	YES
Positive	Positive	YES
Committed	Committed	YES
Integrity	Integrity	YES
Engaging	Engaging	YES
Bespoke	bespoke	YES
Going extra mile	Going extra mile	YES
Documentary	Documentary	YES
Candid-style	Candid-style	YES

ACTION LIST

REACHING OUR DESIRED
POSITION

Positioning Self Assessment

The (Re)Positioning Action List below highlights areas in our brand position that have deviated from our desired position and therefore require action to reposition our brand. The Action List was derived from comparing what the brand would like to be known for (desired meaning) and what the brand is currently known for (actual meaning).

Desired Meaning	Actual Meaning	Action	Timeline	Done
Excellence	Good			☐
Knowledgeable	Still Learning			☐
Skilled	Still Learning			☐
Value for money	Inexpensive			☐



OUR STRENGTHS	OUR WEAKNESSES
Documentary-Style film making	Perfectionism - time management
Photography	Lack of resources (staff / team)
Value for money	Semi-professional kit (as opposed to top of the range)
Producing engaging content	Low capacity of clients that can be managed at any time
Knowledgable	Social media / website / brand awareness etc.
Networking / gift of the gab!	Self promotion & marketing
Friendly, approachable - depth of working relationships	Understanding all of client's needs before jumping into projects
OUR OPPORTUNITIES	OUR THREATS
Building an audience (social media, email list)	Local competition
Post-covid, Marketing departments may be depleted and require more outsourcing	Cheaper pricing
Relationship opportunities with redundancies	COVID restrictions
Top quality film-makers lose their job & could be potentially subcontractors of DC / staff	



LOCAL + REGIONAL

COMPETITORS IN YOUR
AREA

DIRECT

COMP. WITH SIMILAR SOLUTIONS

INDIRECT

ALTERNATIVE SOLUTIONS

#	Competitor (in priority order)	#	Competitor (in priority order)
1	Rediscover Media	1	Tiny Wizard Studios
2	The Content Creators	2	
3	Optimwm Productions	3	
4	Great Bear Media	4	
5		5	
6		6	
7		7	
8		8	

NATIONAL

COMPETITORS AT A
STATE OR COUNTRY
LEVEL

DIRECT

COMP. WITH SIMILAR SOLUTIONS

INDIRECT

ALTERNATIVE SOLUTIONS

#	Competitor (in priority order)	#	Competitor (in priority order)
1	Mothergoose Films	1	The Web Designer Cardiff
2	Orchard	2	
3	Insight Video Marketing	3	
4	James Harries Multimedia	4	
5		5	
6		6	
7		7	
8		8	

INTER- NATIONAL + ONLINE

COMPETITORS AT A
GLOBAL LEVEL

DIRECT

COMP. WITH SIMILAR SOLUTIONS

INDIRECT

ALTERNATIVE SOLUTIONS

#	Competitor (in priority order)	#	Competitor (in priority order)
1	Kingdom Creative	1	Adobe Spark
2		2	
3		3	
4		4	
5		5	
6		6	
7		7	
8		8	

BIGGEST COMPETITORS

Our 6 biggest competitors

For the purposes of this document, we are using our biggest competitor from each of the Local, National & International segments found on the previous page to continue our analysis.

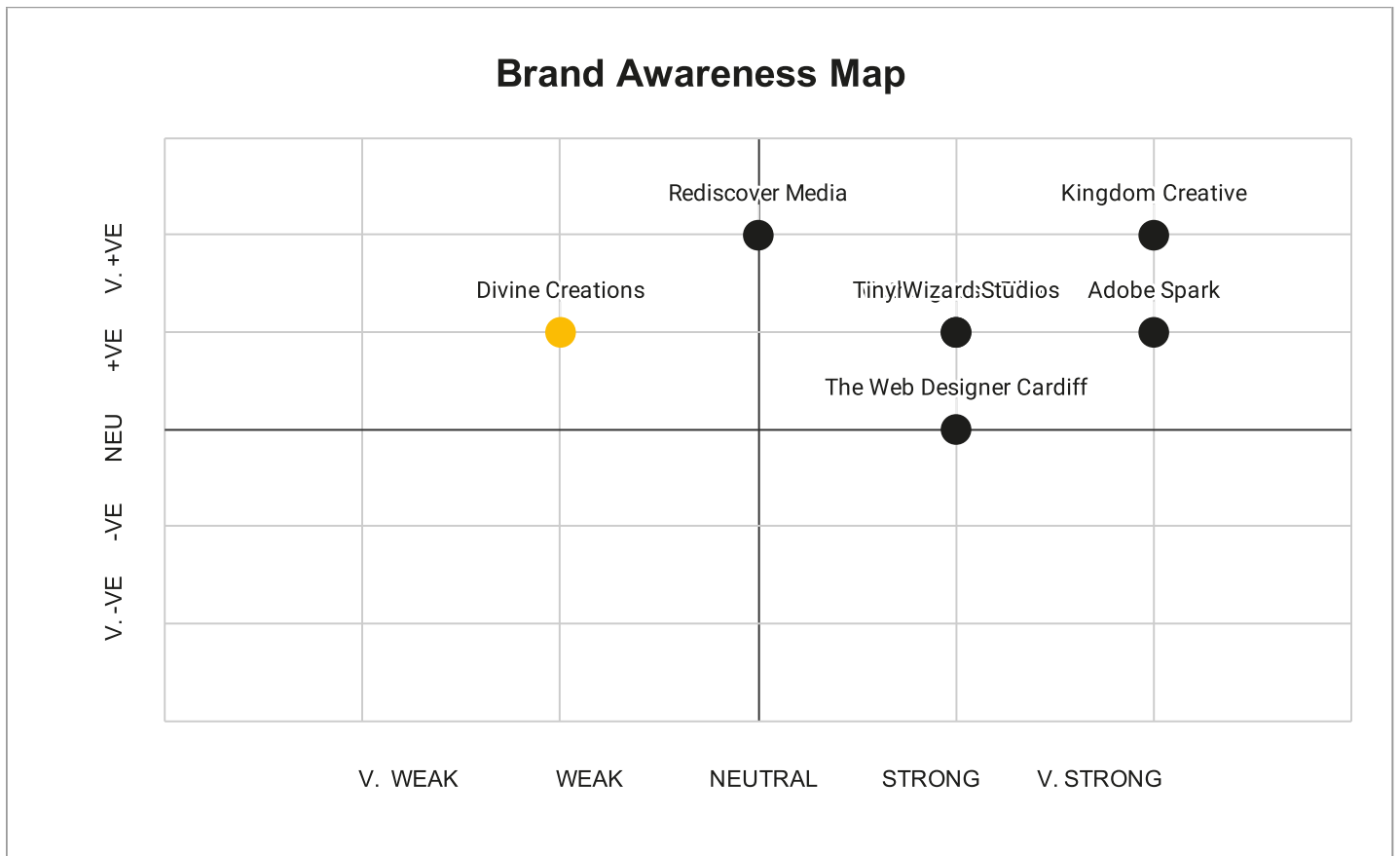
	DIRECT COMPETITORS	INDIRECT COMPETITORS
LOCAL + REGIONAL	Rediscover Media	Tiny Wizard Studios
NATIONAL	Mothergoose Films	The Web Designer Cardiff
INTERNATIONAL + ONLINE	Kingdom Creative	Adobe Spark

BRAND AWARENESS

MARKET-SHARE

The best brands are VERY POSITIVE and VERY STRONG

The Brand Awareness Map below displays how we view our brand amongst the competition. Strength (X-Axis) is measuring how well-known the brand is in the market, whereas Positivity (Y-Axis) is measuring whether the brand is perceived as positive or negative.



LOCAL + REGIONAL (DIRECT) SWOT ANALYSIS

Rediscover Media	
STRENGTHS	WEAKNESSES
Excellent quality content	Poor social media presence
Links with Education	No recent blog content
Good SEO	
Top quality equipment	
Branding	
OPPORTUNITIES	THREATS
Lots of retained customers	Local competitors
Longevity	
	Public funding cuts
	Covid-19 aftermath

MEANING COMPARING VALUES WE'RE KNOWN FOR

NOTE: Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	Rediscover Media
Candid-style	Cinematic
Engaging	Expertise
Excellence	Experienced
Integrity	Award-winning
Value for money	Short-films
Enthusiasm	Professional
	Creative



LOCAL +
REGIONAL
(INDIRECT)
SWOT ANALYSIS

Tiny Wizard Studios	
STRENGTHS	WEAKNESSES
High quality animation studio	Don't have direct video production resources
Expensive team of designers	
Good engagement on LinkedIn	
OPPORTUNITIES	THREATS
Good reputation for animation	Freelance animators

MEANING
COMPARING VALUES
WE'RE KNOWN FOR

NOTE: Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	Tiny Wizard Studios
Candid-style	Fun
Engaging	Quirky
Excellence	Magical
Integrity	Creative
Value for money	Efficient
Enthusiasm	Enthusiastic
	Engaging
	Value for Money



01 FOUNDATION // COMPETITION

NATIONAL (DIRECT)

SWOT ANALYSIS

Mothergoose Films	
STRENGTHS	WEAKNESSES
Cinematic Quality Films	Don't work with small businesses
Video driven website	Budget focused projects
Good social media presence	
Large team of experts	
OPPORTUNITIES	THREATS
Retained customers within tourism	Actual competitor for LA tendering

MEANING

COMPARING VALUES
WE'RE KNOWN FOR

NOTE: Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	Mothergoose Films
Candid-style	Cinematic
Engaging	Excellence / Wow
Excellence	Documentary
Integrity	Organised
Value for money	Reliable
Enthusiasm	Authentic
	Professional



01 FOUNDATION // COMPETITION

NATIONAL (INDIRECT) SWOT ANALYSIS

The Web Designer Cardiff	
STRENGTHS	WEAKNESSES
Skilled website designer	Don't have direct video production resources
Excellent at SEO	
OPPORTUNITIES	THREATS
Every business needs a website	Website builders like Squarespace, Wix

MEANING

COMPARING VALUES
WE'RE KNOWN FOR

NOTE: Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	The Web Designer Cardiff
Candid-style	Knowledgable
Engaging	Skilled
Excellence	High-Quality
Integrity	Professional
Value for money	Enthusiastic
Enthusiasm	



01 FOUNDATION // COMPETITION

INTERNATIONAL + ONLINE (DIRECT) SWOT ANALYSIS

Kingdom Creative	
STRENGTHS	WEAKNESSES
Excellent website	Known for working with motorsports/cars
Consistent branding	
Great case studies	
Target Market	
OPPORTUNITIES	THREATS
The known brand for car commercials	Non car related clients

MEANING

COMPARING VALUES
WE'RE KNOWN FOR

NOTE: Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	Kingdom Creative
Candid-style	Cinematic
Engaging	Creative
Excellence	Excellence / World Class
Integrity	Detailed
Value for money	Quality
Enthusiasm	Exceptional
	Expensive
	Integrity



01 FOUNDATION // COMPETITION

INTERNATIONAL + ONLINE (INDIRECT) SWOT ANALYSIS

Adobe Spark	
STRENGTHS	WEAKNESSES
Ease of Use when creating content	Need an active subscription to use
Collaborate with other designers/team members	
OPPORTUNITIES	THREATS
Non skilled people can use easily	Canva

MEANING

COMPARING VALUES
WE'RE KNOWN FOR

NOTE:

Cells are highlighted with the same color where our competitor shares the same core value(s) as our brand.

Divine Creations	Adobe Spark
Candid-style	Accessible
Engaging	Affordable
Excellence	Easy / Simple
Integrity	Fun
Value for money	Bold
Enthusiasm	Value for Money