

THE RICHARDS GROUP CREATIVE BRIEF

People don't like ads. People don't trust ads. People don't remember ads.
What will make this one any different?

Why are we advertising?

To vividly define what GameStop offers the gaming public beyond the local big-box retailer.

Whom are we talking to?

People who love to game. Whether raiding Axis bunkers, scoring touchdowns against friends, or level-grinding through otherworlds, they're *more into gaming* than the typical big-box aisle prowler.

What do they currently think?

"Gaming is the one hobby that sucks me in and hits me on a number of levels. I'm often looking for new things to play, and nowadays you can buy them anywhere."

What would we like them to think?

"Only GameStop exists to help me make the most of my gaming. GameStop invites me to dive in as deep as I want."

What is the single most persuasive idea we can convey?

Get more out of gaming with GameStop.

Why should they believe it?

GameStop specializes in all things gaming, allowing you to:

- Trade in your spent game experiences for new and used ones.
- Prereserve any new title to ensure that you can play it at launch.
- Get advice from actual game experts, whether you're seeking games, gear, or guidance on mastering a title.

Are there any creative guidelines?

- Themeline, cable TV, online, magazine, radio, and outdoor.
- Provide versions that focus on the trade/used program.
- Personality: A wired, competitive, exciting-yet approachable-authority.

CLIENT	GameStop	JOB NO.	07-0003-1GMS	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
JOB TITLE	Campaign Exploratory	DATE	01/10/07					