

Creative Brief

ELEVATED EXPERIENCE

Feb 2025

MATRIX FRAME USA

THE SITUATION

BUSINESS GOAL:

Create demand for Matrix Frame and provide leads through the website.

AUDIENCE:

Professionals who stress the environmental experience and managing marketing operations for quick signage updates. Adaptability, quality, and budget prevent them from amazing aesthetic presentations. Customers now want adaptive, dynamic, and experiential designs.

HOW WE GET THERE

KEY INSIGHT:

Art elevates and creates the environment's experience while digital screens distract from it.

OUR WAY IN:

Show how signage isn't an afterthought; it's the immersive, emotional centerpiece of their customer experience.

SINGLE MINDED PROPOSITION



**TRANSPORT PEOPLE FROM A
LOCATION INTO AN EXPERIENCE.**

ORGANIC SOCIAL MEDIA:

Build messaging from 3 pillars:

- Attention/light that Matrix Frame creates
- Adaptability/responsiveness of products
- Attested/quality/use cases of Matrix Frame

PAID MEDIA:

Target those seeking signage:

- SEM Click ad sets that direct to the “Get A Quote” page

MUST HAVE:

Matrix Frame makes the product shine.

THE DELIVERABLES

THANK YOU

*Arthur
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