



brand zealots

strategy creative brief

to:

cc:

date: November 9, 2005

job #: MSCA STAR web site (Job #3122)

Why are we creating?

- We have a budget of 54 hours in 2005 to start revising the MSCA STAR web site (<http://www.mcaa.org/msca/mscastar/>).
- Currently, the site features very basic information about the STAR program, links to press releases about new STAR contractors and a pdf of the "Qualifier Kit."

What are we hoping will happen?

- Better organize information for specific audiences (Current STAR contractors, Potential STAR contractors, Customers and Media)
- Create content for each audience
- Flexibility for the site to grow as the program grows

Who is the target?

Customer Profile

- Current MSCA STAR qualified contractors
 - MSCA STARs are owner of mechanical contracting businesses that have successfully undergone a review of their technicians and procedures to earn the MSCA STAR designation.
 - The business owners may not have a strong background in marketing, but are using some form of marketing to expand their business.
 - Currently there are only 41 STARs.
- Potential MSCA STARs
 - The remaining membership of MSCA (about 1,000 contractors.)
 - Good awareness for the program.
 - May be contemplating the qualification process.
 - May not be completely sold on its relevance/benefit to them.
- Customers of MSCA STARs
 - Commercial building owners and facilities managers.
 - Could own one building or numerous properties within a community.
 - Maintenance work done on a contract basis (yearly?)
 - Usually a low-bid process.
 - There is zero name recognition for the MSCA STAR program.



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What is the core promise?

MSCA STAR provides its members with ongoing marketing information, tips and support. One of the key components of our marketing arsenal is the STAR web site.

What is the strategy?

Today – Make quick changes/improvements to the site. Create a rough roadmap for 2006.

2006 – Over a period of time, add content and features to the site.

What is the brand character?

- Professional
- Educational
- Smart
- Approachable
- Member-centric
- Enthusiastic

How/Why would someone go to the Site?

Right now, there is no means of driving site traffic.

Potentially, customers will come to the site as a call-to-action from national trade magazine advertising (and perhaps direct mail) for more information/learn the benefit of using a STAR contractor or to locate a STAR contractor near them.

Potentially, STARS will use the site to learn about STAR-only events, receive new marketing materials, view past newsletters, etc.

Contractors that are considering STAR can learn more about the program (perhaps see testimonials from STARS) and access the qualifier kit.

The site would also be a news resource for the trade media.

Interactive Needs?

- The ability to email someone at MSCA.
- The ability to download the qualifications form (a pdf.)
- Eventually, a password protected area for STARS (to download materials, access old newsletters, webinars, etc.)

What are the creative considerations?

- Use the existing STAR brand.
- We have limited photographs to use.



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Ideas/Whish list

- Password protected area for members to download pdfs, etc.
- Ability for customers to search for members by state.
- Each audience should be able to easily know which area is for them.
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