

Creative Brief

Egocentric Comics

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Project Summary

Egocentric Comics is a comic book company that features indie comics written by author Sam Bruch. With a variety of comic books focusing on those living in a superhero and supervillain world, these comics explore uncharted territory not usually considered by most writers.

Egocentric Comics would like to **present and sell their comics online, as well as offer blog posts and news updates concerning their brand.**

Project Goals

- Increase awareness of *Egocentric Comics*
- Add to the *Egocentric Comics* fan base
- Reach over 1000 site views within the first month

Target Audience

- Primary: Young adult comics fans ages 13-29 with some disposable income that value comic books and are looking for exciting new titles to read.
- Secondary: Adults ages 30-55 with families, with some disposable income that value comic books that may wish to share their love of comic books with their teens.

Egocentric Comics will be selling their product online, focusing mainly in the United States as their primary demographic.

Competition

While *Egocentric Comics* offers titles you will not find anywhere else with unique subject matter, they still have competition.

- Marvel Comics - Major comic book publisher. Offers a wide variety of exclusive titles. Offers digital comic purchasing as well as a digital "unlimited" subscription service. Also has a store with Marvel character merchandise.
- DC Comics - Major comic book publisher. Offers a wide variety of exclusive titles. Has a store with DC character merchandise as well as collected issue books.
- Other indie creators - Different indie creators who are also attempting to launch their own brands. May or may not offer online sales.

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Brand Message

Egocentric Comics' mission is to become the comic company for the little guy, made by the little guy.

They would like to continue their branding message for their company by continuing to focus on their logo. They would like to promote their books, as well as keep their fan base up-to-date on what is going on at *Egocentric Comics*. Their website should be as unique and special as the company is.

The main call-to-action for *the Egocentric Comics* site is to increase sales by offering online purchasing as well as broaden their fan base.

Creative Direction

Egocentric Comics would like their site to feature images of their comics as well as a consistently placed logo. The site should be appealing to comic book fans of all ages. It should also be easy to navigate.

Required Elements

Egocentric Comics requests a new website, which should include the following:

Web Pages:

- Products page
- About Us/About the Staff
- Blog/News Area
- A section for the comics Magilicutty, Cop #2, and Hero Complex Kid
- Contact Us (contact form)