



PROJECT BRIEF

Project name:

YogaLifeStyle shop website & content strategy

1. Big picture:

- I. Project summary: Establish a website and web presence for YogaLifeStyle shop, a new yoga, ayurveda and meditation clothing and lifestyle supplies e-commerce site.
- II. Business objectives/goals:
 - A. Website that matches brand/message of YogaLifeStyle shop
 - B. Google PageRank for the site
 - C. Creating an online YogaLifeStyle community
 - D. Creating educational products that meet community needs
- III. Preferred soft launch date: April 22, 2014

2. Target audience:

- I. Audience description: Urban female spiritual seekers and LOHAS market. Aged 25 to 60. College degree. Middle to high income. Above average tech savvy mobile user.
- II. Audience objectives:
 - A. Purchase yoga, ayurveda and meditation clothing, lifestyle supplies and resources.
 - B. Participate in a community (sangha).
 - C. Find answers to questions about how to live a spiritual life in contemporary times.

3. Perception strategy:

- I. Current perception: Unaware.
- II. Desired perception: Sincere, intelligent, high quality, sustainable, inclusive, beautiful, serious with a playful side.
- III. Strategy: Create logo, branding, website and content strategy that reveal the personality and mission of YogaLifeStyle.

4. Message strategy:

- I. Primary message: YogaLifeStyle shop offers you an online space to express bodhicitta (sincere spirituality) while you enjoy life as a fully embodied woman of the world.
- II. Strategy: ANNACOLIBRI will provide content and activities that express this message.

5. Competitive advantages:

- I. Life experience and education
- II. Excellent writing skills
- III. Good taste and determination to deliver the bodhicitta message