

Creative Brief

Client: Escape Fiction Bookstore

Job Description: Create three responsive pages for their website. (Homepage, Books, and one other)

Founders: Scott and Maria Conover

Brand Story: Escape Fiction is a full-service independent bookstore in Salem, OR started in October 1994 by Scott and Maria Conover. They opened the store due to their love for books and they love sharing their love for books with their customers and surrounding community. They offer a wide selection of new and used books, both fiction and non-fiction. However, they specialize in genre fiction, with a smaller non-fiction section. Their largest collection is science fiction and fantasy books, followed by mystery/thrillers and romance books. They have smaller collections of Horror, True Crime, Historical Fiction, Westerns, and many others. They carry a variety of non-fiction titles in miscellaneous areas, including history, economics, biographies, knitting, quilting and much more. They also offer trade credit and special orders.

Products: New and Used Books

Target Audience Demographics:

- Book enthusiasts/avid readers of all ages looking for a diverse selection.
- People who enjoy hunting for gems in the midst of a large selection.
- Value the experience of browsing bookshelves and discovering new titles
- Budget-conscious shoppers
- Collectors/Rare book enthusiasts who seek special orders for hard-to-find titles and enjoy the treasure hunt.
- Age range 18-65+

Key Competitors: Book Bin in downtown Salem, other local independent bookstores

Differentiator: Focus on science-fiction/fantasy genres and manga, personal service, special orders

Tone/Design Style: Eclectic and a bit eccentric

Key Messaging: Offers a personalized and community-focused experience to customers.