



# Creative Strategy Statement

## Assignment Background

A conscious evolution, known to many as spiritual awakening, has been on the upswing since the revolutionary '60s and '70s. Generations have lived and died while being part of a time when conscious enlightenment has been sought through many different ways. More people share their experiences in this realm every day, spreading the buzz. There are still many today who know little about the subject of altered consciousness and the benefits of its practical application and they often have misguided information.

Technovantix has been trudging along due to the unique nature of its service and the target audience not having accurate or detailed information on such courses we and other companies and organizations provide. Technovantix is the solution for the individual to achieving one's desired state(s) of consciousness through understanding that the thoughts we think become our beliefs which in turn become our perceived reality. Especially due to the increased levels of stress of the average individual, ranging from high schoolers to the working class, many people have sought peace in the Eastern religious fields of study, namely in meditation, yoga and other mind-balancing activities. Technovantix's Transformation Method provides the frustrated, unsatisfied, and stressed individuals, mostly ranging in ages from 25 to 45 year old, and most of them women, with the tools they need to achieve harmony with all levels of consciousness in order to live the life they deeply desire.

"The Transformation Method is a technology designed to explore, extrapolate and modify the structures of Consciousness that are responsible for one's experiences of reality and the expressions that form ones identities of self." - ttmseminars.com

## SWOT Analysis

### Strengths

Technovantix provides very flexible scheduling to be able to meet the needs of their clients. Structured courses often lose their appeal to certain individuals whose schedules are highly involved. In this vein, customer service is one of Technovantix's most valued strengths, which complements their service and provides a positive experience for the client.

### Weaknesses

Marketing only exists for Technovantix through word of mouth. The Transformation Method as well as other courses are often unknown to the general public, only recently becoming popular due to the movie *The Secret*. Marketing, by

far, is lacking, and reflects in the low number of clients.

### **Opportunities**

Since The Secret's success, the clientele potential has greatly risen, and awareness for these types of services has increased. With proper marketing, this client base can be tapped.

### **Threats**

Being that the Transformation Method is relatively new compared to other spiritual services, such as Avatar, competitors threaten access to the client base. These companies have been around longer, and have more appeal due to their longevity.

## **Objectives Statement**

Increase awareness of services to potential clientele.  
Attain a market share in the spiritual services domain.

## **Strategy Statement**

Soothing colors will promote a relaxed, calm and inviting vibe to prospective and active clients. Blues will be the basis of the brand identity, with hints of tans and golds as accents to promote thoughts of passion and richness.

The website will need to be easily accessible from multiple web-browsers, due to the broad range of the target audience members and their differences in age, gender, interests and beliefs. However, our main target will mostly be women from ages 25 to 45. The layout will therefore be highly structured and extremely simple for accessibility to the most number users to not only account for our main target, but our overall target market.

Page hits—or attracting visitors to the site—is a major strategy point. Technovantix will need to pull a market share from the current consciousness courses, and the easiest way for people to find information currently is through word of mouth. By utilizing business cards with the the company's web address, more of the market will be able to understand more about the company and gain insight into what they can achieve. Also, for the web-surfers, search engine optimization techniques will be used to access those who do not have direct contact with previous or current clientele. This includes (and is not limited to) meta tags, header tags and description use in order for search engines to point to technovantix.com as often as possible.

The overall serene theme and simplicity will attract those who want just the same. Getting them there is our main focus!

