

Eko Fresh Mart: brand brief

Use this brief to write image, voice and video prompts that all look and sound like one brand. Eko Fresh Mart is invented for teaching.

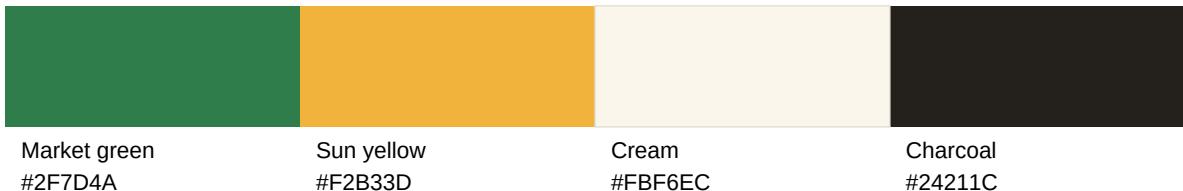
Who we are

A friendly neighbourhood supermarket chain with four branches in Lagos: Yaba, Lekki, Ikeja and Surulere. Fair prices, fresh food and quick WhatsApp delivery. Our customers are busy families, young workers and students.

Personality

Warm, cheerful, honest and practical. Proudly Lagos. Never posh, never pushy. We sound like a helpful neighbour, not a bank.

Colours



Market green is the main colour. Sun yellow is for highlights and offers only. Backgrounds are cream or white.

Photography and image style

Bright, natural daylight. Real Nigerian people of all ages, smiling and relaxed. Fresh produce close up: tomatoes, peppers, plantain, leafy greens. Clean shelves and baskets. Warm and lively, but never cluttered.

Avoid: dark or moody lighting, luxury or Western supermarket settings, stock-photo poses, other brands' logos, and text inside AI images (add text afterwards in Canva).

Voice for audio and video

A warm Nigerian English accent, friendly and unhurried, like a cheerful shop assistant. Short sentences. A little Pidgin is welcome on social media, never in formal notices.

Campaign for practice: Fresh Saturdays

Every Saturday, 10% off fresh produce at all branches. Needed: one square Instagram post, one tall WhatsApp Status image, one wide website banner, a 15 second radio-style voice script and a 6 second video idea. All must look like one campaign.