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Creative brief- Microsoft Invoicing

Our Audience

Self-employed business owners or their business managers

Our Product

Quickly create and send estimates and invoices to your customers.

Our Objective

To simplify (and automate) accounting processes for small business owners.

Our Proposition

Like having an accounting department in the palm of your hand.

Proof of our Proposition

Excel is the most commonly used app for generating invoices. But it's not designed for that.

Business owners aren't accounting experts.

Tone

Crisp and clear, warm and relaxed, ready to lend a hand

Style

Modern, nimble, appealing