Creative Brief

PROJECT / CAMPAIGN NAME:Internal Name of the Project / Campaign

CONTACT:First & Last Name | xx@uidaho.edu

SPONSORING UNIT: College, Unit, Department

BUDGET:XXXXXX X.X.XX (creative development), XXXXXX XXXX (production & mailing)

### Executive Summary

# Project Overview & Description

Assignment: Click here to describe the assignment/desired outcome.

Background: Click here to briefly describe the background behind the request. Has this piece/campaign existed in the past? What’s change? Why now? What is the problem to solve?

# Target Market & Audience

## Primary Audience:

* Click here to enter text.
  + Mindset: Briefly describe the audience and provide any information you may have about their motivations and desires as they relate to your project/campaign. What are they looking for? How does this intersect with our offering?

## Secondary Audience(s):

* Click here to enter text.
  + Mindset: Briefly describe the audience and provide any information you may have about their motivations and desires as they relate to your project/campaign. What are they looking for? How does this intersect with our offering?
* Click here to enter text.
  + Mindset: Briefly describe the audience and provide any information you may have about their motivations and desires as they relate to your project/campaign. What are they looking for? How does this intersect with our offering?

# Objectives

## Objective: Click here to describe the desired outcome. Example: Have students complete the steps to become a U of I student by Feb. 15 (submit application; file FAFSA; send supplemental materials)

## Key Performance Indicators:

* Click here to enter text. Use measurable metrics and include benchmarks when possible.
* Click here to enter text.
* Click here to enter text.

# Competitive Landscape *(if applicable)*

## Overview: Click here to briefly describe your competitors as well as where your offering currently stands in terms of recognition and awareness. What are others doing on this front? What are they doing well? What opportunities do we hope to capitalize on?

## Reference:

* Click here to list relevant competitor/campaign website urls.
* Click here to enter text.
* Click here to enter text.

Connection to Strategic Plan

*To review strategic plan, visit:* [*http://www.uidaho.edu/provost/strategic-plan*](http://www.uidaho.edu/provost/strategic-plan)*.*

Goal 1: Innovate

Goal 2: Engage

Goal 3: Transform

Goal 4: Cultivate

### Project Specifics

# Offering Details

Dates: *(if applicable)*

* Click or tap to enter a date.
* Click or tap to enter a date.
* Click or tap to enter a date.
* Click or tap to enter a date.
* Click or tap to enter a date.

Event/Program Selling Points:

* Example: Face-to-face advising assistance
* Example: Early registration for classes (spring events only)
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.
* Click or tap here to enter text.

# Deliverables

* Click here to enter short list of all assets anticipated for project.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

# Do One Thing Messaging Point

Message Takeaway: What is the ***one*** thing you want the target audience to take away? (Key message / net communication) Click here to enter text.

Desired Tone: Click here to briefly describe the desired tone and feeling you’d like to see in your materials. Think Explorer characteristics. *Example: If you’re developing an annual report, you’ll most likely want something that “looks and sounds more formal and professional” to instill trust and confidence vs a prospective student landing page that should be “fun and lively” to inspire people to take action.*

CTA: Click here to enter text.

# Creative Direction

Brand Version: Click here to choose version.

Details: Briefly describe what your ideal collateral looks and feels like. Insert thumbnails of inspiration pieces if applicable/helpful.

Emphasis UVPs: *(select all that apply)*

Academic Excellence

Value

Research

Social

Statewide Focus

Town

Campus

# Timing & Milestones

* **Kick-Off:** Click here to enter a date.
* Sent to Design/Copy: Click here to enter a date.
* **Sent for Stakeholder Review**: Click here to enter a date.
* Sent for Proofreading: Click here to enter a date.
* **Collateral Approved**: Click here to enter a date.
* Sent for Production: Click here to enter a date. (print only; delete for other mediums)
* Final File/Piece Arrival: Click here to enter a date.
* **Deadline: Click here to enter a date.**

# Affiliated Projects & Campaigns

* Click here to list related projects or efforts
* *Example*: The campus visits toolkit brief lists the branding campus initiative, given that they both impact visitors to campus.

# Future Opportunities

* Click here to list out-of-scope opportunities for future iterations of campaign/project.
* *Example*: Incorporate personalized messaging in form of either student’s name or financial aid pre-award. Data from SBOE doesn’t support this year.

Approval Matrix

|  |  |
| --- | --- |
| Responsible: | * PM: Insert Project Lead/Manager * Copywriter: Insert Copy Writer * Designer: Insert Designer/Team * Web: Insert Web Coordinator * Proofreader: Insert Proofreader * Press Check: Insert Press Proofer * Click or tap here to enter text. |
| Accountable: | * Insert Approver for project / campaign *(only one!)* |
| Consulted: | * List stakeholders and others whose opinion will be sought prior to approval. * Click here to enter text. * Click here to enter text. |
| Informed: | * List peers and executives who will be kept apprised of progress at key milestones. * Click here to enter text. * Click here to enter text. |

# Budget

Available Spend:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Available Budget (if known) | Estimated | Actual |
| Creative Development |  |  |  |
| Production |  |  |  |
| Copywriting/Proofreading |  |  |  |
| Media Buy |  |  |  |
| *Insert Other Expense* |  |  |  |
| *Insert Other Expense* |  |  |  |
|  |  |  |  |
| Total: |  |  |  |

Print Quantity: List quantities for print pieces i.e.: 6,200 pieces