

Creative Brief

Project Name: _____

Date: _____

Requestor: _____

Account Partner: _____

WHAT?

What's the goal of the project?

– Provide background challenges, calls-to-action, and desired outcomes.

– Is this part of a larger campaign?

What are the mandatory items to be included? (e.g., logo, website URL, RSVP date, location, contact information, etc.)

WHO?

Who is the target audience for the project?

– Internal audience (e.g., students, faculty, staff, college or department-specific, etc.)

– External audience (e.g., prospective students, development partners, current parents, general public, media, etc.)

WHY?

Why is this piece important to the audience or goal of the project?

Why should they take action?

HOW?

How does this project fit in with the goals of the University?

– Does it promote student success (The Pace Path), academic excellence, faculty success, enrollment, partnerships, Pleasantville Master Plan, etc.?

How should the message be conveyed?

What tone of voice should we use?

How will you measure success?