This document serves the purpose of tracking projects from start to finish and providing the Marcom team with all of the important information required to exceed your expectations in a timely manner. Page 1 is REQUIRED information and subsequent pages should be completed as needed. If your request includes a printed document, email, social media, and a listing on our website and/or kiosk, you must completed pages 1 – 4 and 6. If you require a video, pages 1 and 5 must be completed. Please call or email questions to dawn.r.kinsey@rice.edu, ext. 6279.

Return to: dawn.r.kinsey@rice.edu

Creative Brief

2020

**Creative Brief**

**Date: Department: DUE DATE:**

**Contact Info:**

***(Please answer ALL questions that pertain to your project.)***

**What is the assignment?**

**What are you hoping to achieve?**

**Who is the audience for this piece?**

**What do they think/feel now?**

**What is your core/unique message you want to convey to your audience?**

**What is the big idea you want your audience to walk away with? Key benefits?**

**What is the “call to action?”**

**What is your budget?**

**PRinted piece Brief**

**date: DEPARTMENT: dUE DATE:**

**CONTACT INFO:**

**When is the event? (Provide details)**

**Does it have sponsors? (please provide logos as needed)**

**What do you want to say on the printed piece?** *(please provide copy bullets as you would like to see it on the finished product)*

**How many will you need? (print quantity, video length, etc)**

**Does the information need to be updated on the website? (please provide link to page you would like to update)**

**EMAIL BRIEF**

**DATE: DEPARTMENT: DUE DATE:**

**CONTACT INFO:**

**Subject line:**

**From (name or department):**

**Who are you sending to:**

**Title/Header:**

**Image or video: (example: use stock photos, photos of students or faculty members, or provide your own)**

**Text:**

**Date:**

**Time:**

**Location:**

**Links (provide bio if needed):**

**Who will be sending email?**

**SOCIAL MEDIA BRIEF**

**DATE: DEPARTMENT: DUE DATE:**

**CONTACT INFO:**

**Social media sources:** (*please select)* **Facebook, Twitter, Linkedin, Instagram**

**Text:**

**Image or video:**

**Link:**

**Target audience demographics (i.e. age, gender, location, interests, etc.):**

**Start date:**

**Stop date:**

**Facebook ‘boost’?**

**What is your budget per day: (i.e. $25 or $50/day):**

**VIDEO BRIEF**

**DATE: DEPARTMENT: DUE DATE:**

**CONTACT INFO:**

**Concept/Idea:**

**Who is your audience?**

**What message do you want to convey?**

**How will the video be used?**

**Is this video event related?** *(incl. dates and location)*

**Where will video be filmed?** *(Studio or within McNair Hall or outdoor location?)*

**Where will the video reside?** *(Youtube, Vimeo, website)*

**Who will star?**

**Interviewer?** *(do you have questions prepared? do you need an interviewer on camera or off?)*

**Who will review, suggest edits and approve?**

**Additional Website Needs**

**DATE: DEPARTMENT: DUE DATE:**

**CONTACT INFO:**

**Registration page:**

**Landing page:**

**Additional info:**

**List on \*kiosk: Y/N**\*Digital screens located within McNair hallways (e.g. across from AFC) that showcase events, videos, social media, etc.

**Dates on kiosk:**

**EMAIL CREATIVE BRIEF TO:**

**Dawn Kinsey drk6@rice.edu**