**CREATIVE BRIEF**

|  |  |  |
| --- | --- | --- |
| **PROJECT NAME** |  | **TODAY’S DATE** |

**About Organization/Company Name**

The ABC is the leading university exclusively focused on health. Our passionate focus fuels a creative and collaborative environment, where scientists, clinicians, educators, students, and trainees work together to improve health – from San Francisco to every corner of the world.

We accelerate the discovery and application of ground-breaking science. We train tomorrow’s health care leaders. We battle the most devastating diseases. We provide compassionate patient care. And we work as one in our pursuit of advancing health worldwide.

**Project Summary**

Describe your project in 2-3 sentences.

**Background**

What led to the decision to do this project? Describe the current environment or factors influencing why you are developing this communications piece.

**Objective & Goals**

What do you want to accomplish with this/these creative material(s)? How will you measure success?

* What are the key points or takeaways for your audience?
* What do you want your audience to do after seeing this? Is there a specific Òcall to actionÓ?
* Why should the audience care? What are the proof points/differentiators that support your objective?
* How does your message fit within ABC messaging framework (consult ABCs brand positioning guide)? What do you need to do to ensure that ABCs brand positioning comes through in your piece?

**Tone**

What adjectives(s) describe the desired feeling, look or approach? (Examples: Formal, Conversational, Patient-focused, Approachable, Inspiring, Fun, Bold)

**Budget**

Provide available budget range for the project.

**Timeline & Milestones**

* When do you need the materials in hand? What is driving this date?
* How long will you use these materials? How long will the project last?

**ABCs Project Team & Approvers**

* Who will be working on this project from ABCs?
* Detail stakeholders, decision makers and approvers. Outline rounds of review required and who will participate at different times.
* Please see ÒProcess for Approval of ABCs CollateralÓ (see page 3) to determine review process for your materials

**Additional Considerations**

* What other information would be helpful to consider in design and structure? For example:
* Does your piece need to be updated incrementally? If so, how often are updates required? Will the piece be updated internally or through a vendor? What format, software, hardware or training may be needed in order to conduct updates?
* If your piece will be presented along with other ABCs materials, what are they? Its important to evaluate the overall experience of your audience.

**Reference Materials & Brand Checklist**

Identify and attach background materials to provide more context (“About” documents; other materials you have developed – or that your audience has seen; competitor information, ….)

Review brand showcase work to see if there are similar projects to yours already in development, or templates that you can use. \_\_\_\_\_\_\_\_\_\_\_\_ Team for further information.

Share the following guidelines \_\_\_\_\_\_\_\_\_\_\_-- with your creative vendor to ensure that your materials express the ABC brand appropriately:

* ABC Brand Positioning
* ABC Brand Identity
* ABC Use of Name
* ABC Drupal Web Templates