

changing campus culture

Creative Brief

Approach *(rank in order)*

Defining the purpose of our communications will help focus our message.

- _____ Encourage conversation
- _____ Create awareness
- _____ Change behavior
- _____ Build a support system

Target Audience

Can we focus on a smaller subset to make our message more specific? For example: First-year female students? First-year male students?

Tactics *(check all that apply)*

How we want to reach our audience.

- digital
 - campus screens
 - social
 - radio/video
 - _____
- experiential
 - swag
 - branded spaces
 - _____
 - _____
- print
 - posters
 - flyers
 - ads in campus communication
 - _____
- tools
 - app/hotline
 - training
 - advocacy programs
 - _____
 - _____
- environmental
 - banners
 - campus installation
 - bus wrap/bus ads
 - _____
 - _____
- events
 - awareness event
 - seminar
 - speaker series
 - _____
 - _____

Date: _____

Office or Staff Member
Responsible for Campaign: _____

Project Title: _____

Campaign Timing: _____

Tone *(check no more than three)*

The tone that's right for our institution.

- soft
- simple
- safe
- raw
- powerful
- inspiring
- bold
- direct
- arresting
- edgy
- _____
- _____

Key Message

Support Points

What secondary points are important for supporting the key message?

Call to Action

For example: attend an event, share a story, submit a photo, visit a site, download an app.

Additional Considerations

Barriers, challenges, missing pieces, location, media placement.