CREATIVE BRIEF

REQUESTED BY:

Email:

Phone:

EVENT NAME:

Date: _____ Time: _____ Location: _____

Description: *Use concise, well-written description, check grammar. Tell who, what, why, where, when and how.*

_____

_____

_____

Sponsored with _____

For more information, contact: _____

_____

Transportation Y/N Depart Time _____AM/PM Return Time _____AM/PM

Tickets Required Y/N Cost $_____

Box Office Info

Ticketing URL

Facebook Event URL

DUE DATE:

A production schedule will be developed based on this deadline, which will include draft deadlines and feedback deadlines.

TARGET AUDIENCE:

BUDGET FOR MARKETING: *$*

*Who is paying for this job? Bill Account #*_____

GOAL OF THE MESSAGE

What response do hope to achieve from the audience?

WHAT ARE YOU PRODUCING?

In only one sentence, explain what you want created (i.e. a multi-page brochure on Fraternity/Sorority Life at Frostburg State University)

BACKGROUND

Are there any past projects to build from and improve? If there are, list them here.

INSPIRE US!

Please list/include three (3) examples of designs we can use as inspiration. These can be previous designs or anything from the internet.

1.
2.
3.

DESCRIBE IT

Please list three (3) adjectives that describe the nature and tone of the project (i.e. bold, technical, modern).

HOW DO YOU WANT THAT DONE?

Now that we know what you're making, please check the medium. Select all that apply

❏ Logo 4x4"
❏ Infographic
❏ Flyer 8.5x11" #____
❏ T-Shirt 10x10"
❏ Brochure 11x8.5" #____
❏ Other
❏ Poster 11x17" #____
❏ Printed Ad
❏ Handout
❏ Business Card 3.5"x2" #____
❏ Invitation #____
❏ Postcard #____
❏ Video

WHAT KIND OF FILE DO YOU WANT? *Select all that apply*

❏ .pdf ❏ .jpg ❏ .png ❏ .doc ❏ .gif ❏ .mov
❏ .mp4 ❏ .ai ❏ .indd ❏ Other

DIMENSIONS *Please list inches, feet, pixels or paper size.*

_____ *x* _____ _____

width *x* *height* *unit of measurement*

COLOR SCHEME _____ _____

❏ CMYK (Print) ❏ RGB (Web) ❏ B&W ❏ Grayscale

Select all that apply ❏ FSU Pantone 185 ❏ Other

BRANDING *Select and supply all that apply*

❏ Required logos
❏ Branded fonts _____
❏ Photos with captions
❏ Grant statements and logos
❏ Photos with captions and photographer credit
❏ Photos with captions
❏ ADA Statement at bottom in at least 6 pt. fonts

Frostburg State University is an Affirmative Action/Equal Opportunity Institution. Admission shall be determined without regard to race, color, religion, sex, national origin, age, status as a veteran, or handicap. FSU is committed to making all of its programs, services and activities accessible to persons with disabilities. You may request accommodation through the Americans with Disabilities Act Compliance Office, 301.687.4102, TDD 301.687.7955. FSU is a smoke-free campus.

NOTES _____

FROSTBURG STATE UNIVERSITY

One University. A World of Experiences.

Marketing Your Organization

by Missy Martz and Megan Dignan

Create a marketing plan timeline

- Work backwards from date of event
- Leave room for adjustments
- Assign tasks, be accountable
- Be prepared

What is your message?

- Goal of the message
- Concise, well-written, grammar
- Contact Information - email, URL, phone
- Brand your organization with logos, fonts, imagery, language
- ADA Statement

Who is your audience?

- Students of similar interests
- All students
- Faculty/Staff/Students
- Campus & Community

What is your budget/resources?

- Costs involved?
- Print color copies 25¢ at Student Government Assn.
- Print banner $2/sq ft at Student Government Assn.
- Snapchat Filters

How are you delivering your message?

- Hanging Flyers, Shout Outs, Chalking
- Lobby Tables www.frostburg.edu/admin/roomres
- Digital Signage
- FSU's Online Calendar events.frostburg.edu
- SpotlightOnline
- FSU-TV3
- Statelines statelines@frostburg.edu
- Instagram #instaFrostburg
- Twitter @thesocialbobcat @frostburgstate
- Facebook Page / Events / Shares / Promote

TIMELINE

ASSIGNED TO	DATE	
_____	_____	**Event Date**
_____	_____	Tweet/Snap/Insta About Event
_____	_____	Cafe Napkin Holder Advertisements
_____	_____	**Send Press Releases**
	_____	*Statelines*
	_____	*The Bottom Line*
	_____	*The Cumberland Times-News*
		(Monday before publication)
_____	_____	**All Advertising Up** *(at least one week prior to event)*
_____	_____	Distribute Handouts
_____	_____	Handouts Printed
_____	_____	**Hang Fliers** *(2 weeks prior to event)*
	_____	*Residence Halls*
	_____	*Lane University Center*
	_____	*Edgewood Commons*
	_____	*Academic Buildings*
_____	_____	Submit Ad to FSU-TV3
_____	_____	Digital Signage Goes Live
_____	_____	Submit Digital Signage *(allow 1 week for posting)*
_____	_____	Teaser Ads on Social Media
_____	_____	Handouts Designed
_____	_____	Social Media Designed
_____	_____	Digital Signage Designed
_____	_____	Fliers Designed
_____	_____	**Information to Designer** *(2 weeks prior to for printing deadline)*
_____	_____	Research Social Media URLs for sharing
_____	_____	Facebook Event Created
_____	_____	Apply for SGA Funding
_____	_____	Description/Details Finalized
_____	_____	Risk Management Plan
_____	_____	**Room Reserved**
_____	_____	**Event Planned**