

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Estimated Due Date: \_\_\_\_\_

Project Title: \_\_\_\_\_ Email: \_\_\_\_\_

Dept/Program: \_\_\_\_\_ Phone: \_\_\_\_\_

### Background Information:

### Primary Message - Objectives you would like to achieve with this project:

### Unique proposition:

(What differentiates this initiative? Why should your audience care? Supporting message information)

### Tell us about your primary and secondary audience:

(And any challenges you face in communicating with them, including details on who they are and what they think.)

### The one thing you want your audience to remember:

### Known opportunities and/or challenges:

#### Tactics: (check all that apply)

##### Digital

- Digital Signs
- Social
- Radio/Video
- + \_\_\_\_\_

##### Print

- Posters
- Flyers
- Ads on Campus
- Communication
- + \_\_\_\_\_

##### Environmental

- Banners
- Campus Installation
- Bus Wrap/Ads
- + \_\_\_\_\_
- + \_\_\_\_\_

##### Experiential

- Swag
- Branded Spaces
- + \_\_\_\_\_
- + \_\_\_\_\_

##### Tools

- App/Hotline
- Training
- Advocacy Programs
- + \_\_\_\_\_
- + \_\_\_\_\_

##### Events

- Awareness Event
- Seminar
- Speaker Series
- + \_\_\_\_\_
- + \_\_\_\_\_

#### Tone: (check no more than 3)

The tone that's right for our institution

- |                                |                                 |
|--------------------------------|---------------------------------|
| <input type="radio"/> Soft     | <input type="radio"/> Direct    |
| <input type="radio"/> Raw      | <input type="radio"/> Safe      |
| <input type="radio"/> Bold     | <input type="radio"/> Inspiring |
| <input type="radio"/> Edgy     | <input type="radio"/> Arresting |
| <input type="radio"/> Simple   | + _____                         |
| <input type="radio"/> Powerful | + _____                         |

#### Call to Action:

What action do you want your user/viewer to apply?

- |  |   |
|--|---|
| <input type="radio"/> Attend Event       | <input type="radio"/> Submit photo      |
| <input type="radio"/> Call Us            | <input type="radio"/> Download document |
| <input type="radio"/> Visit website/link | <input type="radio"/> Download app      |
| <input type="radio"/> Scan QR code       | + _____                                 |
| <input type="radio"/> Submit document    | + _____                                 |

#### Content/Creative Assets:

Please list (3) examples of designs we can use as inspiration. They can be from previous College designs or internet examples. Please attach samples.

#### Is there anything special about the design?