

**UNICEF Creative Brief**

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| ***What we all need to know and agree upon:*** | |
| **Project Name:** |  |
| **Project Champion:** | **Approvals by:**  **1.**  **2.**  **3** |
| **Brief Date:** Click here to enter a date. | **Hours allocated to team:** |
| **In Market Date:** Click here to enter a date.  *(please note that all projects for website are to be English and French – so allow for translation time)* | To be completed in the briefing session:  Marketing Review Due:  Champion Review Due:  Champion Revisions Due:  Final File Due: |

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| GENERAL iNFORMATION | |
| Project Scope — What do we want to do? | . |

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| COMMUNICATION FOCUS | |
| What are the communication objectives?  Primary? Secondary? | 1.  2. |
| How will performance be measured?  *(Think about all types of measurement – GRP’s, clicks, visits, donations, attendees etc. Please list all that are applicable)* |  |
| What is the message hierarchy?  *(Should be no more than three and listed in priority – think about how much space you have and how long the audience will be able to spend absorbing. The smaller the space = less messages)* | 1.  2.  3. |
| What is the call to action?  *(e.g. buy an Survival gift, visit our website etc.) if there is more than one, place in hierarchy.* |  |
| **Who are we talking to?**  **Check all that applies** | Individuals  Organizations  Other: (please describe) |
| Who is the specific audience for this communication?  *(Check all that apply)* | Child focused donors  Global Idealist  Responsible Zoomers  Current Donors  Lapsed Donors  Other: (please describe) |
| **What do they currently think or feel (relevant insight)?**  What are we trying to overcome? |  |

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| What do we want them TO…..? | |
| THINK? |  |
| FEEL? |  |
| DO? |  |

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| What is the one most important thing we can say? |  |
| Why should they believe us?  These are your specific proof points to support the one most important thing we can say. |  |
| What is the appropriate tone/manner?  *(keep in mind the media/where this will be seen)* |  |

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| THIngs to consider | |
| Are there any mandatory elements that must be in the piece? | New landing page [Please submit with digital brief]  Banner [Please submit with digital brief]  Content box [Please submit with digital brief]  Other: |
| List proposed content categories/sections here: |  |
| **DESIGN CONSIDERATIONS**  *Any other design objectives or special circumstances?*  *(e.g., needs to be 6-panel brochure, or full-page, full-colour ad)* |  |
| Which languages should this communication include? | English  French |
| Budget: | Production:  Media: |
| What is your GL code? |  |

**Thank you for completing the Creative Brief.**

**Please note that if there are any digital components, please complete a Digital Brief as well.**

**Upon completion, please submit the Creative Brief by** [**clicking this link.**](https://app.smartsheet.com/b/form?EQBCT=4e5a785333334baaac6cca2078a86aed)[hold CTRL and click “clicking this link” to be taken to the webpage]