

**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]