

**UNICEF Digital Brief**

**Note: This brief should be accompanied by a completed Creative Brief.**

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

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| ***What we all need to know and agree upon:*** | |
| **Project Name:** |  |
| **Project Champion:** | **Approvals by:** |
| **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)* |  |

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| General informatioN | | |
| Please provide a brief description of the project: |  | |
| Business Objectives  *(include sales, donation goals, FB likes, followers, unique visits, Gross Reach Points, etc)* |  | |
| Communication Objectives  *(include no more than 3 and in order of priority)* | 1.  2.  3. | |
| Are there any market/geographic challenges with this project? |  | |
| WHAT COMPONENTS DO YOU FORSEE WITH THIS PROJEcT?  Check all that apply: | | |
| New Web Page  Existing Web Page  Replacing a web page  Donation Page  (will you need unique appeal? If so, please request) | | Page live date? Click here to enter a date.  Page archive/review date: Click here to enter a date.  If not archiving, who is responsible for the page going forward? |
| Location this page will be on our site: | | |
| Which page will this be replacing? | | |
| Banner  Content Box | | Which spot?  1 4 7  2 5 8  3 6 9 |
| Facebook Post/Program  Regular post  Sponsored post (need budget)  Program (requires a FB brief) | | How many posts are required?  1 Click here to enter a date.  2 Click here to enter a date.  3 Click here to enter a date. |
| Twitter/Social Media  What would you like to do? | | What is the date that this should be deployed?  Click here to enter a date. |
| Will a vanity URL be needed?  Yes  No | | Please list the URLs: |
| Will Search Engine Optimization be applied?  Yes  No | | What unique title for the page would you suggest? |
| Will Search Engine Marketing be applied?  Yes  No | |  |
| What keywords would you suggest using? | | |
| For the webpage: | | |
| What internal items are linking to this page: | | What external items are linking to this page: |

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| TARGET INFORMATION NOT AVAILABLE ON THE CREATIVE BRIEF | |
| What is the geographic location of the target? | What is the level of technology use?  Basic  Fair  Average  Strong |

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| ADDITIONAL INFORMATION | |
| Does this project have budget for media?  Yes  No | If yes, what media?  Display  Video  Page search  Social media  Public Relations |
| Are there any components of this project covered elsewhere?  Yes  No | |
| Any additional comments or information we should know? | |