

**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 PageExisting Web PageReplacing 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?  |
| BannerContent Box | Which spot? 1 4 72 5 83 6 9 |
| Facebook Post/ProgramRegular postSponsored 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? YesNo | Please list the URLs:  |
| Will Search Engine Optimization be applied?YesNo | What unique title for the page would you suggest? |
| Will Search Engine Marketing be applied?YesNo |  |
| 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? BasicFairAverageStrong |

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| ADDITIONAL INFORMATION |
| Does this project have budget for media? YesNo |  If yes, what media? DisplayVideoPage searchSocial mediaPublic Relations |
| Are there any components of this project covered elsewhere? YesNo |
| Any additional comments or information we should know?  |