**Marketing Project Creative Brief**

Project Name:

Target Due Date:

Department/Division:

Requested By (name, email and phone):

Project Lead:

Key Stakeholders:

Who Provides Final Approval?

Project Overview/Concept/Background (please be brief):

Objective/Purpose:

Audience (select all):  Prospective Students  Students Parents  Faculty/Staff  Alumni  Donors

Community  Other

Key Messages (list using bullet points):

Call to Action:

Tone:

Design Notes (please provide any existing materials that exist):

Deliverables (select all):  Advertisement  Banner or Sign  Digital  Email  Photography  Press Release  Print  Social Media Post  Videography  Web

Other Considerations:

**For Print and Design Projects**

Medium (select):  Postcard Brochure  Flyer  Sign or Banner  Ad Specialty Graphic

**For Digital Projects**

URL:

Hashtag:

**For Photography or Videography Projects**

Subject/Event Name:

Subject/Event Contact Info:

Date of Shoot:

Location:

Time:

Marketing Use of Photos (select all):  Admission  Advancement  Berry Magazine  Event Coverage  Press Release  Social Media  Sports  Website  Other

**For News and Media Promotion**

Subject/Event Name:

Date/Time/Location:

Why would someone outside Berry be interested in this news?