

MARKETING CREATIVE BRIEF



BELLEVUE
COLLEGE
MARKETING

This document is used to provide focus, message clarity and creative insights for all marketing efforts. It creates a clear understanding of the vision, the strategy, and the goals of the project and will result in improved outcomes. We will use this as input to provide you with marketing recommendations.

Division/Department:	Contact:
Campaign Title:	Date:

GOAL(S)	TARGET AUDIENCE
<p>What are the goals of your project/campaign/event:</p> <p><input type="checkbox"/> Enroll Students <input type="checkbox"/> Build Awareness</p> <p><input type="checkbox"/> Build Engagement <input type="checkbox"/> Event Participation</p> <p>Other:</p> <p>Do you have a numerical goal: _____</p>	<p>Describe your audience. What do they care about (i.e: job opportunities, salary, reputation, convenience, cost, location, etc.)?</p>
KEY MESSAGE	CALLS TO ACTION
<p>What is the single most important message you want your audience to receive? What other messages do you hope to communicate?</p>	<p>What actions do you want your audience to take (i.e. visit website, attend event, enroll in program)? List in order of priority:</p>
CREATIVE CONSIDERATIONS	DELIVERABLES
<p>Describe the tone of the writing, the impression you hope to convey and the type of imagery to be considered?</p>	<p>List the deliverables of the project that you envision (i.e. brochure, posters, website presence, social media ads and/or posts, etc.).</p>
TIMING	TOTAL ESTIMATED BUDGET
<p>Do you have a specific date for launch and/or is it event driven?</p>	<p>What is your overall budget??</p>