



## **CREATIVE BRIEF / CONCEPTUAL COMPASS SC2019 COMMUNICATIONS RESOURCE GROUP PLANNING TOOL**

The Communications Resource Group (CRG) of Sustainable Cleveland 2019 offers this creative brief/conceptual compass as a tool for celebration year teams and other SC2019 work groups to identify and plan their communications needs and activities. This document can be used by the teams to guide their own planning or it can be submitted to the CRG as a request for communications support.

### **Project description**

(e.g., ad, brochure, new program, video, online, media relations, etc.)

### **Subject – What is the product/service/program/project we are promoting? Specifically, how does it relate to SC2019?**

(Describe it, provide official name, explain purpose, selling proposition, new value it provides, etc.)

### **The communication objective - What do we want to happen as a result of this communication?**

(Drive event attendance, attract new volunteers, sign up participants, change a perception, generate general awareness, etc.)

### **The communication strategy – How will we achieve the communication objective?**

(e.g., what communication tools and tactics we plan to use)

### **What is the one main impression we are supposed to communicate? What is the single most persuasive idea we can convey?**

(Tone, image, feeling, point of view)

### **Target Audience**

(e.g., To whom are we talking? (The decision maker? The influencer? The user?) Who is in a position to “buy” it? Any helpful demographics? Why should they believe us? )

If you have questions or are looking for assistance or guidance from the SC2019 Communications Resource Group (CRG), please submit your questions and/or this form as an attachment to Jenita McGowan at [jmcgowan@city.cleveland.oh.us](mailto:jmcgowan@city.cleveland.oh.us), and/or to the CRG Yahoo! Group at [SC2019\\_CRG@yahoogroups.com](http://SC2019_CRG@yahoogroups.com).

**What are the features and attributes?**

(List them and star (\*) the most important ones)

**What are the main benefits?**

(And why? What does the target “customer” get from this attribute/feature or from using/buying/participating/joining, etc.?)

**Competitive environment**

(What are the challenges and barriers to overcome (e.g., competing messages, priorities and activities)? Why might this not work? What might prevent the target market from taking the action we want? What does the target market currently think; what do we want them to think after they see our communication?)

**The call to action – What should the target audience want to do after our communication?**

(Call? Write? Attend? Buy? E-mail? Visit Web site? Send in a card? Or just feel good about us?)

**What materials do we have available to develop these communication materials?**

(e.g., draft copy, design concept, photography, graphics, etc.)

**What is our budget, if any, for outside costs?**

**What is our timing?**

(Include progress to date, interim deadlines and final schedule)

**Who owns this project? Who is involved in our review and approval process?**

(Provide names, contact information, roles, etc.)

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