

Project Name:

Date:

Creative Brief (Strategy)

What?

What's the goal of the project?

Describe the background, challenges, calls to action, and desired outcomes.

How?

How does this project fit in with the goals of the University?

Does it promote student success, academic excellence, faculty success, partnerships, global vision, etc.?

Who?

Who is the target audience for this project?

Is it an internal audience (e.g., students, faculty, staff, college-or-department-specific, etc.)?

Is it an external audience (e.g., prospective students, development partners, general public, media, etc.)?

Why?

Why should the audience care?

What is the single most compelling idea that will motivate the audience to take action?

How will you measure success?
