CREATIVE BRIEF

REQUESTED BY:
Email:
Phone:

EVENT NAME:
Date: ______ Time: ______ Location: ___________________________
Description: Use concise, well-written description, check grammar.
Tell who, what, why, where, when and how.
______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________

Sponsored with _____________________________________________
For more information, contact:

Transportation Y/N Depart Time _____ AM/PM Return Time _____ AM/PM
Tickets Required Y/N Cost $_____
Box Office Info
Ticketing URL
Facebook Event URL

DUE DATE:
A production schedule will be developed based on this deadline, which will include
draft deadlines and feedback deadlines.

TARGET AUDIENCE:

BUDGET FOR MARKETING: $_____
Who is paying for this job? Bill Account # _________________________

GOAL OF THE MESSAGE
What response do hope to achieve from the audience?

WHAT ARE YOU PRODUCING?
In only one sentence, explain what you want created (i.e. a multi-page brochure on
Fraternity/Sorority Life at Frostburg State University)

BACKGROUND
Are there any past projects to build from and improve? If there are, list them here.

INSPIRE US!
Please list/include three (3) examples of designs we can use as inspiration. These can
be previous designs or anything from the internet.
1. __________________________________________________________
2. __________________________________________________________
3. __________________________________________________________

DESCRIBE IT
Please list three (3) adjectives that describe the nature and tone of the project (i.e.
bold, technical, modern).

HOW DO YOU WANT THAT DONE?
Now that we know what you’re making, please check the medium. Select all that apply

☐ Logo 4x4” ☐ Infographic ☐ Handout ☐ Video
☐ Poster 11x17” #_____ ☐ Printed Ad ☐ Postcard #_____  
☐ Flyer 8.5x11” #_____ ☐ Business Card 3.5”x2” #_____  
☐ T-Shirt 10x10” ☐ Brochure 11x8.5” #_____  
☐ Infographic ☐ Other

WHAT KIND OF FILE DO YOU WANT? Select all that apply
☐ .pdf ☐ .jpg ☐ .png ☐ .doc ☐ .gif ☐ .mov
☐ .mp4 ☐ .ai ☐ .indd ☐ Other

DIMENSIONS Please list inches, feet, pixels or paper size.
width x height unit of measurement

COLOR SCHEME
☐ CMYK (Print) ☐ RGB (Web) ☐ B&W ☐ Grayscale
Select all that apply ☐ FSU Pantone 185 ☐ Other

BRANDING Select and supply all that apply
☐ Required logos
☐ Branded fonts
☐ Photos with captions
☐ Grant statements and logos
☐ Photos with captions and photographer credit
☐ Photos with captions
☐ ADA Statement at bottom in at least 6 pt. fonts

NOTES
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Frostburg State University is an Affirmative Action/Equal Opportunity Institution. Admission shall be determined without regard to race, color, re-
ligion, sex, national origin, age, status as a veteran, or handicap. FSU is committed to making all of its programs, services and activities accessible
to persons with disabilities. You may request accommodation through the Americans with Disabilities Act Compliance Office, 301.687.4102, TDD
301.687.7955. FSU is a smoke-free campus.
Create a marketing plan timeline
- Work backwards from date of event
- Leave room for adjustments
- Assign tasks, be accountable
- Be prepared

### What is your message?
- Goal of the message
- Concise, well-written, grammar
- Contact Information - email, URL, phone
- Brand your organization with logos, fonts, imagery, language
- ADA Statement

### Who is your audience?
- Students of similar interests
- All students
- Faculty/Staff/Students
- Campus & Community

### What is your budget/resources?
- Costs involved?
- Print color copies 25¢ at Student Government Assn.
- Print banner $2/sq ft at Student Government Assn.
- Snapchat Filters

### How are you delivering your message?
- Hanging Flyers, Shout Outs, Chalking
- Lobby Tables  www.frostburg.edu/admin/roomres
- Digital Signage
- FSU’s Online Calendar  events.frostburg.edu
- SpotlightOnline
- FSU-TV3
- Statelines  statelines@frostburg.edu
- Instagram #instaFrostburg
- Twitter @thesocialbobcat, @frostburgstate
- Facebook Page / Events / Shares / Promote

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### TIMELINE

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<th>ASSIGNED TO</th>
<th>DATE</th>
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- **Event Date**
  - Tweet/Snap/Insta About Event
  - Cafe Napkin Holder Advertisements

- **Send Press Releases**
  - Statelines
  - The Bottom Line
  - The Cumberland Times-News
  - (Monday before publication)

- **All Advertising Up**
  - (at least one week prior to event)
  - Distribute Handouts
  - Handouts Printed

- **Hang Fliers**
  - (2 weeks prior to event)
  - Residence Halls
  - Lane University Center
  - Edgewood Commons
  - Academic Buildings

- **Submit Ad to FSU-TV3**
- **Digital Signage Goes Live**
- **Submit Digital Signage**
  - (allow 1 week for posting)

- **Teaser Ads on Social Media**

- **Handouts Designed**

- **Social Media Designed**

- **Digital Signage Designed**

- **Fliers Designed**

- **Information to Designer**
  - (2 weeks prior to printing deadline)

- **Research Social Media URLs for sharing**

- **Facebook Event Created**

- **Apply for SGA Funding**

- **Description/Details Finalized**

- **Risk Management Plan**

- **Room Reserved**

- **Event Planned**

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**Marketing Your Organization by Missy Martz**