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**Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Project Lead: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

This marketing and communication brief sets a strategic direction that the team agrees upon.
The brief helps capture the target audience that you are trying to reach and what you want them to feel and do. It specifies the communication material and support needed, setting clear timelines and delivery dates. The creative brief asks questions to ignite a creative influx of ideas and strategies. A clear and agreed upon brief can foster focused critical thinking that paves the way to creative concepts. This brief is the first step to this process, once we receive this we will ask to meet with the project lead to discuss this in further detail.

### Who is the target audience?

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### What is the objective And Goals of youR communication?

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### How do you want the audience to feel after seeing/reading the communication?

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### What are YOUR requirements?

**Marketing Material:**

(Please specify if you need your material as jpegs, PDFs or in any other format?)

* Brochure
* Pamphlet
* Posters
* Invite
* Other

**Web needs:**

(Do you need something posted on resources?)

**Social Media:**

* Facebook Activation
* Twitter Activation
* Blog Post

**Photo & Video Needs:**

* Existing (file) photo for marketing
* Existing photo for third-party use (requires release for athletes in images)
* Existing video or b-roll (sports highlights, historic footage) for promotion
* Existing video or b-roll for third-party use (requires releases for athletes in images)
* Video message from Special Olympics leadership
* New video project (request with separate Video Creative Brief)
* Event photography or videography

**Internal Communications:**

SOI E-mail from Leadership

Latest Score write up

**Media/PR:**

Do you want this communication publicized, if so who is your audience?

**Event Support:**

* On site communications staff
* Banners/backdrop
* Onsite Photographer
* Onsite Videographer
* Speech/Talking points
* Off-site remote communication support (e.g., SOI or regional staff for social media posting, uploading to Flickr stream or website

### What is YOUR BUDGET?

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### What is the date for delivery?

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Once completed please submit this to Megan Gausemel at mgausemel@specialolympics.org