



CREATIVE BRIEF

This form is intended to unify departmental communications and align them with the University of Georgia's brand.

NAME: _____ UNIT/COMMUNITY: _____
 TODAY'S DATE: _____ DUE DATE: _____
 EMAIL: _____ PROJECT TITLE: _____

AUDIENCE
 who is the communication directed to? List all that apply

SCOPE

We can help with campaigns to promote events or programs or create one-off print pieces or graphics. Which are you looking to create? Choose one.

CAMPAIGN

(coordinated communications plan that consists of multiple forms of communication)

PRINT OR SINGLE DIGITAL PIECE

(one or more deliverables not part of a larger communications plan)

How do you want it promoted?
 Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> SOCIAL MEDIA | <input type="checkbox"/> VIDEO |
| <input type="checkbox"/> FACEBOOK | <input type="checkbox"/> DIGITAL SIGNAGE |
| <input type="checkbox"/> INSTAGRAM | <input type="checkbox"/> FLYER/POSTER |
| <input type="checkbox"/> SNAPCHAT | <input type="checkbox"/> INVITATION |
| <input type="checkbox"/> TWITTER | <input type="checkbox"/> BROCHURE |
| <input type="checkbox"/> YOUTUBE | <input type="checkbox"/> HANDBOOK/GUIDE |
| <input type="checkbox"/> WEBSITE FEATURE | <input type="checkbox"/> CERTIFICATE |
| <input type="checkbox"/> SWAG ITEM | <input type="checkbox"/> |

What are you looking to create?
 Check all that apply.

- | | |
|---|--|
| <input type="checkbox"/> SOCIAL MEDIA GRAPHIC | <input type="checkbox"/> T-SHIRT |
| <input type="checkbox"/> BROCHURE | <input type="checkbox"/> FORM |
| <input type="checkbox"/> HANDBOOK/GUIDE | <input type="checkbox"/> FLYER/POSTER |
| <input type="checkbox"/> CERTIFICATE | <input type="checkbox"/> WEBSITE FEATURE |
| <input type="checkbox"/> VIDEO | <input type="checkbox"/> SWAG ITEM |
| <input type="checkbox"/> DIGITAL SIGNAGE | <input type="checkbox"/> |
| <input type="checkbox"/> INVITATION | |

CALL TO ACTION
 what do you want people to do?

DETAILS
 (i.e.: name of event, date, time, location)

Campaign, video, brochure and handbook requests should be submitted at least **two months** before project due date. All others require **two weeks** lead time. Please email this form, along with any text, high-resolution images and/or graphics to carrie.campbell@uga.edu. A member of the marketing team will be in touch to discuss your project in detail.