

# BASTYR UNIVERSITY

## Creative Brief

**DATE:**

**DEPARTMENT:**

**LOCATION:**

(Where do you want your photography or videography to be shot?)

**BACKGROUND:**

(History of the event, program etc. that this deliverable will be used for.)

**PROJECT SUMMARY:**

(Describe the deliverable and how it will be used. What are the goals?)

**LIST OF DELIVERABLES NEEDED:**

(i.e. flier, ad, mailer, social media posts, etc. Include sizing specs where able. Please indicate if you would like your deliverable printed by marketing.)

**TARGET AUDIENCE PROFILE:**

(Provide demographics of the audience for the deliverable, including age, gender, race, educational background, health condition and location. Provide an understanding about your audience's personality, values, opinions, attitudes, interests, and lifestyles. What is their prior exposure to Bastyr?)

**CRITICAL INSIGHT:**

(What do you want the target audience to do when they see the deliverable? In other words, what is your call to action and the key message?)

**MANDATORIES:**

(graphics, photos, messaging, etc. that must appear in the deliverable.)

**TIMELINE AND DUE DATES:**

(key dates that pertain to the project.)

**FINAL DUE DATE:**

(This is when you want the final product delivered to you.)