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| Program Background: |  |
| What is our problem? |  |
| What greater problem is being created? |  |
| What is our solution? |  |
| What is the communication objective we must meet with this creative? |  |
| What measureable goals are we trying to achieve? |  |
| Who are we talking to and what makes them move?Demographic/Psychographic |  |
| What is our call to action? |  |
| How do we want people to feel about our solution? |  |
| Deliverables: |  |
| Requirement: |  |
| First concepts due: |  |
| What is the anticipated budget? |  |