



RDI Communications Creative Brief

Help our team understand your communications needs.

ORGANIZATION NAME: _____

PROJECT POINT OF CONTACT: _____

EMAIL: _____ **PHONE:** _____

THE PROJECT IS (mark all that apply): **WEB DEVELOPMENT DESIGN/PRINT MATERIALS EDITORIAL/WRITING VIDEO/PHOTOGRAPHY SOCIAL MEDIA**

IF OTHER, PLEASE DESCRIBE: _____

IF PRINT, WHAT SIZE/FORMAT: _____ **QUANTITY:** _____

START DATE: _____ **ALL CONTENT TO RDI COMMS:** _____ **DUE DATE:** _____

**Please attach pertinent documentation or files to your email when returning this form to research-comms@list.arizona.edu.*

**Note print files usually require 10 working days for processing.*

TARGET AUDIENCE(S): Who are you talking to?

PURPOSE: What are you trying to achieve?

YOUR MESSAGE: What is the single most important thing you want your audience to know?

CALL TO ACTION: What do you want your target audience to DO with your message?

IMPACT: Why is your message important to your target audience?

COMPETITION: Are others trying to achieve the same goals? If so, who? What sets your organization/message apart?

A BIGGER STORY: Is this project part of a larger or ongoing campaign? If yes, please describe:

GRAPHICS REQUIREMENTS: What logos, images, illustrations, or other content will be required?

GRAPHICS AVAILABILITY: Of the required graphics, what is already available and where would we access it and what do we have to find or create?

RESOURCES: In order for us to better understand your project needs, please list the following:

- >> Current URL:
- >> Related content links:
- >> Link (or attach to email) example of design aesthetic you like:
- >> Related videos:
- >> Social media profiles:

DISTRIBUTION: How will the end product be distributed?

OTHER CONSIDERATIONS: What else do we need to know to successfully complete the project?

REVIEW & APPROVAL PROCESS: Who needs to review and who has final approval authority?