RDI Communications Creative Brief

Help our team understand your communications needs.

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<th>ORGANIZATION NAME:</th>
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<td>PROJECT POINT OF CONTACT:</td>
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<tr>
<td>EMAIL:</td>
<td>PHONE:</td>
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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.

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<th>TARGET AUDIENCE(S): Who are you talking to?</th>
<th>PURPOSE: What are you trying to achieve?</th>
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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?