

# Creative brief – example



## Creative Brief Project: UD Marketing Video for Prospective Business Students

Prepared by: Claire Holman, Josephine McGrath, Megan O'Brien, and Candice

Vermeulen Background/ Overview: The Business School of the University of Dallas is a Catholic institution, which provides a well-rounded education in humanities and business, with the goal of developing the student's intellectual and moral virtues, as well as their skills both in the classroom and business world.

Known mostly for our liberal arts education, this video is seeking to bring awareness to the College of Business program offered at the University of Dallas by promoting it to juniors and seniors in high school. Goals: Immediate goals include giving a fair representation of the College of Business that highlights the key features that differentiate us from other business programs. In addition we would like to reach our target audience through this video and to inform them about our strong liberal arts and ethic-based business education.

A significant goal is to redefine the online presence and the identity of the business program—to promote the University of Dallas' unique Business School approach and vision to a global audience and also to increase the percentage of women in the business program in order to balance the ratio of men to women to 50/50 percent Target Audience: The target market for UD's College of Business is a soon-to-graduate high school student looking for a University that is small, challenging, and ethical.

Though the University of Dallas is a liberal arts school, the university's core and the College of Business prepares business students for the real world.

They are challenged to get to know themselves better and get the “ know how” and the “ know why” - in order to be prepared to do good and ethical business. College is a rare buy and, therefore, prospective students do a lot of research before they make a decision. The target audience for the College of Business must see education as an investment - it is not cheap or easy.

In addition, they are looking for a small school because they are seeking close academic community with professors, students, and staff. The business school maintains the small student to teacher ratio, in order to facilitate discussion and participation. Students are not just a number. As a result, students must want to participate and discuss issues and opinions with both professors and fellow students, or they will not truly benefit from the small class size. This coincides with prospective business students also wanting to study abroad with UD's Rome program.

With the school's own campus right outside of Rome, it is a stable, challenging, and well-known program. Prospective students seek the security that it offers and the world experiences they can form as they travel around Europe. Perception and Guidelines: 1. Dynamic, experienced, contemporary, exciting, fun, and communicative 2. Elegant, Formal, well-dressed, high-visibility 3. branding efforts in a new and different way 4. Information should have a fresh and conversational tone 5.

Easy to navigate and find information about UD Tone: Emotional and Rational The tone will be both rational and emotional. The rational tone will portray that this is a good decision, which improves your critical thinking through liberal art classes, and UD's many strong connections in the

business world. The emotional/ personal tone of the video will connect to prospective students wants and needs by showing that UD allows you to grow intellectually and spiritually and to be a part of the UD experience.

Messages: Features, Benefits, and Values University of Dallas' College of Business has many exceptional features such as their core curriculum, the unique experience, and the Catholic culture. Compared to other business schools, the UD Business program offers small, intimate classes with interactive learning—the students at UD are not just a number! While compared to other Catholic liberal arts schools, UD offers a better, and a more well-rounded education.

Finally, UD stands out because of their Rome Program, which gives students the opportunity to understand global cultures and business by participating in it directly. What else will Assist Creative Development? •User Quote—“Bringing Humanities back to Business. ” •More Information—www. udallas. edu or call (972) 721-5000 •Insights—Prospective students who want a history, theology, or literature degree, but also want to be able to use them after school can get the best of both worlds at the College of Business at UD.

Budget: There was no budget because we created a video using the resources we already had, in order to give the video a more personal effect and to pass on our own personal experiences. The only cost was \$. 50 for poster board used for our story board. Schedule: •Target Market -October 11, 2011 •Creative Brief and Script -November 1, 2011 •Filming done by—November 12, 2011 •Completed project, with video and promotional plan, and release the video—December 1, 2011