CREATIVE BRIEF

• To be completed by co-facilitator lead after discussion with co-design group

Study Name	THE ENSPIRE STUDY
Facilitator's name	
Facilitator's email	
Project objective	Among long-term care community workers, this communication product will help: More staff get a COVID booster vaccine Fewer staff to worry about COVID vaccine Staff know more about COVID vaccine
Is this for Product 1 or Product 2?	Product 1 timeline
	Oct 31-Nov 4: Communications team receives completed creative brief
	Nov 14-18: Communications team will share draft 1 with the co-design team and they will complete the first feedback
	Nov 14-18: Communications team will revise the draft based on the feedback form (minimum 4 working days to make revisions)
	Dec 5-9: Communications team will give draft 2 to the co-design team
	Dec 5-9: Co-design team will give feedback form to Communications team <i>(minimum 4 working days to make revisions)</i>
	Dec 12-16: Communications team will give the final to the co-design team
	Product 2 timeline
	Nov 14-18: Communications team receive completed creative brief
	Dec 5-9: Communications team will share draft 1 with the co-design team and they will complete the first feedback
	Dec 5-9: Communications team will revise the draft based on the feedback form (minimum 4 working days to make revisions)
	Dec 12-16: Communications team will give draft 2 to the co-design team
	Dec 12-16: Co-design team will give feedback form to Communications team <i>(minimum 4 working days to make revisions)</i>
	Dec 19-27 or mid-Jan: Communications team will give the final to the co-design team

PROJECT OVERVIEW - DESCRIBE THE COMMUNICATION PRODUCT YOU'D LIKE US TO PRODUCE

1. What is the main issue/challenge you want to address?

For example: Our community thinks "x" however we would like to change that to "y" so that more people in our community get their booster shot.

2. Audience Who is the audience for your communication product? Include any relevant details . For example, age, gender, race, language, etc. to help tailor your message to the audience. What does your audience/their community already believe/feel about this topic? What matters to them? What are they struggling with?	
3. Key motivating factors to get the booster	
In your own words, describe the key motivating factors/ideas you want to convey. What are some facts to support your ideas?	
4. Product	Poster
What communication product do you want to create to convey your message (check one)?	
, , , , , , , , , , , , , , , , , , ,	Folding brochure
Choose one only.	
·	One-page flyer
Note:	
See below for Menu of Options (p. 9) on what products can be chosen for round	Postcard
1 and round 2.	
	Social media graphics
 For info on types of video we can produce, see video examples on p9. 	
	Video - dry erase board
	No. 1
 Optional: If you have examples of similar products to the one you'd like made, please send it to us. 	Video – using your own footage
piease seria it to as.	Video – general or other
	video = general of other
	Swag - hand sanitizers
	Swag – sticker
	Swag magnet
	Swag - magnet
	If none of the above, please describe
	what you'd like:

5. Text Please provide the exact text you'd like us to use (either text for a publication, or a video script). We will edit your text if necessary, and then use the edited text in your product.	
For video: Please provide no more than 60-100 words. The words will appear in the video. (We can't do voiceover due to time limitations).	
For posters, postcards and brochures: Word counts vary depending on dimensions and number of images. See word count guidance below (PUBLICATION TEMPLATES, p5-8).	
5. Colors Please let us know what main colors you'd like to see in your communication product (for example, "navy blue and light green").	
If you have no color preferences then leave this section blank and we will use the following as the color palette:	
6. Images/video clips Please provide original images and/or video clips you'd like us to use (either for a publication, or a video script).	
If you provide your own video, the clip(s) must be brief, under 1 minute. Note: People appearing in your original video clip will be contacted to signa media release form.	
About copyright: If you would like to use an image or video (that is not from istock), and has a copyright, you will need to obtain permission/consent to use the image from the owner.	

7 Music /	for video o	nlv)
7. WIUSIC (ioi video c	<i>ו</i> וווו וע

Music is an important part of a video. We can help find something that works for your piece if you describe what genre, mood, and general category of music you prefer. Feel free to choose any of the words below that describe the music you want (e.g., pop, chillout, acoustic):

- Genre: Classical, country, electronic, funk, hip hop, indie, jazz, pop, rock.
- Moods: calm, celebration, chillout, cinematic, cute, dramatic, elegant, energetic, fun
- General categories of music are technology, sport, travel, piano, grungy, quirky, fast, medium, slow, editor's choice, corporate, acoustic.

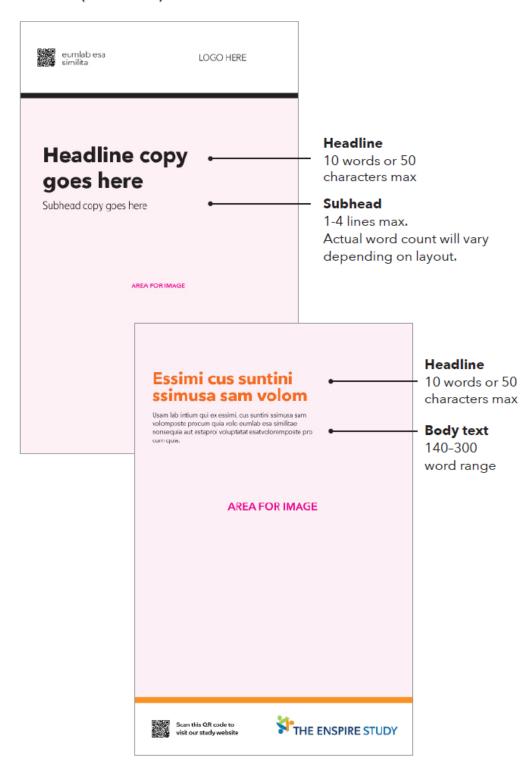
DISSEMINATION		
7. Dissemination How will your group get your communication product to your audience?	Mail Website Email Social media In-person delivery Display table Event Other	

ADDITIONAL COMMENTS / SUGGESTIONS

ADDENDUM: TEMPLATES

PUBLICATION TEMPLATES

Poster (11"x 17")

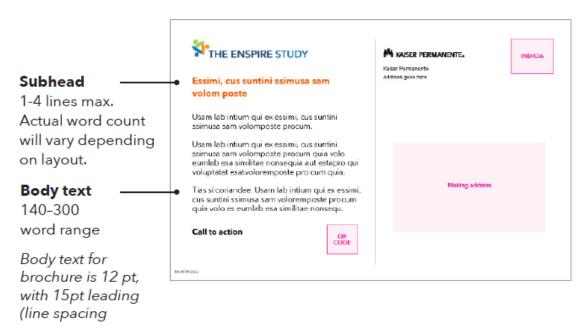


Postcard Mailer (8.5" x 5.5")

Frontside



Backside



3-panel print brochure

Outside panels



Inside panels



SWAG Example

(Note: have Enspire logo with

minimal text if room)



Sticker or Magnet examples (3"x 3")





Travel Hand sanitizer (1-2oz)

Custom printed with Logo

VIDEO TEMPLATES/EXAMPLES

- 1. Dry erase board: https://vimeo.com/737024046/834cd8f6df
- 2. Using your own footage (person who filmed themselves): https://vimeo.com/737006299/c832ff98a0
- 3. General:
- Advertisement:

https://vimeo.com/709311442

• List of "steps" needed for actions

https://vimeo.com/730181820/b581305c0c

https://vimeo.com/736932642/5f3510722b

https://vimeo.com/736248661/c85118cc68

ADDENDUM: MENU OF OPTIONS

Each team can choose: • 1 from Group A + 1 from Group B or • 2 from Group B	Communication product
Group A	Video
Group A	Swag (hand sanitizer, magnet, sticker)
Group B	Poster
Group B	Brochure/flyer
Group B	Postcard
Group B	Meme/GIF
Other	Other: Teams can make their own suggestions for things not on this menu <u>as long</u> <u>as</u> it can be produced within the project timeframe & resources