

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: <ul style="list-style-type: none">• 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?	<div>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 (<i>minimum 4 working days to make revisions</i>) 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</div> <div>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 (<i>minimum 4 working days to make revisions</i>) 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</div>

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

What communication product do you want to create to convey your message (check one)?

Choose one only.

Note:

- See below for **Menu of Options** (p. 9) on what products can be chosen for round 1 and round 2.
- For info on **types of video** we can produce, see video examples on p9.
- Optional: If you have examples of similar products to the one you'd like made, please send it to us.

☐ Poster

☐ Folding brochure

☐ One-page flyer

☐ Postcard

☐ Social media graphics

☐ Video – dry erase board

☐ Video – using your own footage

☐ Video – general or other

☐ Swag – hand sanitizers

☐ Swag – sticker

☐ 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 sign a 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 only)

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")



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similita

LOGO HERE

Headline copy goes here

Subhead copy goes here

AREA FOR IMAGE

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AREA FOR IMAGE



Scan this QR code to
visit our study website



Headline

10 words or 50
characters max

Subhead

1-4 lines max.
Actual word count will vary
depending on layout.

Headline

10 words or 50
characters max

Body text

140-300
word range

Postcard Mailer (8.5" x 5.5")

Frontside

Headline

6-10 words or 50 characters max

Subhead

1-4 lines max.

Actual word count will vary depending on layout.



Backside

Subhead

1-4 lines max.

Actual word count will vary depending on layout.

Body text

140-300 word range

Body text for brochure is 12 pt, with 15pt leading (line spacing)



3-panel print brochure

Outside panels

Subhead

Body text

Headline

Subhead

Body text

Introduction copy tias si coriandae. Usam lab intium qui ex essimi, cus suntini ssimusa sam volorem sam lab intium poste procum qvolo eumlab esa similitae nonsequia aut estap.

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Logo here

Logo here

140-660 word range for Bi-fold (4-panel), and Tri-fold (6-panel)

Inside panels

Subhead or Call-out

volorem sam lab intium poste procum qvolo eumlab

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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: <ul style="list-style-type: none">• 1 from Group A + 1 from Group B or <ul style="list-style-type: none">• 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 as long as it can be produced within the project timeframe & resources