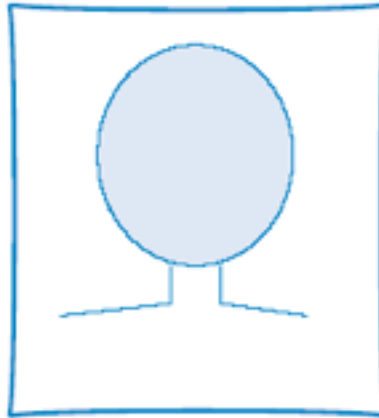


Worksheet

PICTURE THE INTENDED AUDIENCE

Instructions: Using this sheet or on a separate piece of paper, paint a portrait of the primary audience as an individual person, as a composite of the primary audience, and based on the data. This description should include how a person responds to community norms. Describe him or her in detail. Tell a story about "a day in the life" of this person. Remember, he or she is a very important individual-the intended audience.



Worksheet

CREATIVE BRIEF

The **CASE STUDY** we are concerned with:

1. Intended audiences

Whom do you want to reach with your communication? Be specific.

2. Objectives

What do you want your intended audiences to do after they hear, watch, or experience this communication?

3. Obstacles

What beliefs, cultural practices, peer pressure, misinformation, etc. stand between your audience and the desired objective?

4. Key Promise

Select one single promise/benefit that the audience will experience upon hearing, seeing, or reading the objectives you've set?

5. Support Statements/Reasons Why

Include the reasons the key promise/benefit outweighs the obstacles and the reasons what you're promising or promoting is beneficial. *These often become the messages.*

6. Tone What feeling or personality should your communication have? Should it be authoritative, light, emotional...? Choose a tone.

Creative Brief - continued

7. THE MESSAGE

Write the message in one or two sentences. See how short you can make it.



TIP: Follow the seven C's of effective communication (Williams, 1992) **when developing messages:**

1. **Command attention.**
2. **Cater to the heart and head.**
3. **Clarify the message.**
4. **Communicate a benefit.**
5. **Create trust.**
6. **Convey a consistent message.**
7. **Call for action.**

MESSAGE STATEMENT:

8. Media

What channels will the communication use, or what form will the communication take? Radio? Advertisement? Internet? Poster? Flyer?

9. Cultural Considerations

Anything a non-Cree graphic designer or consultant should know? What languages or dialects should be used?

10. Openings

What opportunities (times and places) exist for reaching your audience? This should guide your planning.