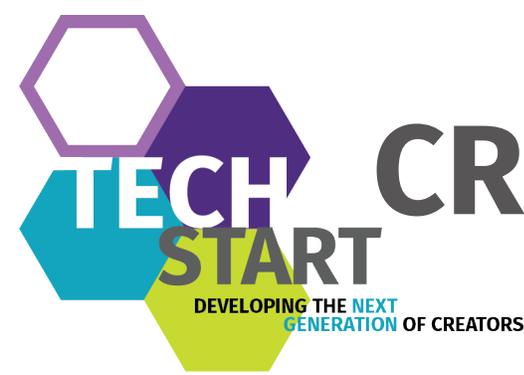


Creative Brief

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**University of Tampa
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CREATIVE BRIEF

Client Situation

This advertising concept needs to create brand awareness for TechStart in Tampa Bay, as many do not know what they do. They want to be established, but they need the community's help. The organization is in need of sponsors to donate to create the program and run events. TechStart is in dire need of consistent mentors to facilitate the clubs. The program does need to appeal to kids, as well as mentors and sponsors. The advertising needs to explain what TechStart is, and attract the audience to get involved. TechStart has potential to reach a large audience with their unique program. The budget is a limitation for this campaign.

Advertising Objectives

The primary objective is to persuade the audience to get involved with TechStart by registering a student for the program, applying to be a school that hosts the program, to volunteer as a mentor, or to donate as a sponsor.

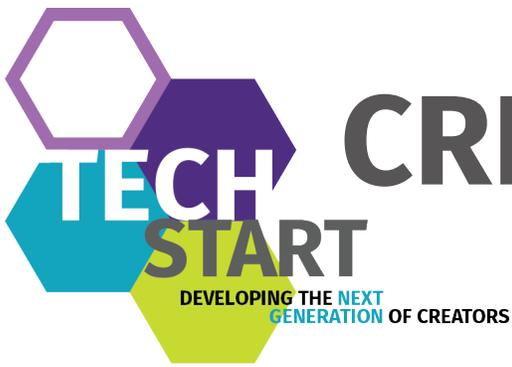
Other Objectives Include:

1. Create brand awareness in tri-county Tampa Bay area
2. Develop a positive brand identity for TechStart in Tampa Bay
3. Create different messaging for mentors and students

Target Audience

For **mentors**, We are looking at primarily young professionals, business executives and students looking to intern in the Tampa Bay Tri-County (Pasco, Pinellas, Hillsborough) area. Age 16-55, male and female alike. They want to give their time to watch students grow and learn. They are innovators and creators themselves. They are tech-savvy and understand the benefit of the STEM field. They believe in the importance of technology.

For **students**, we are looking at primarily at-risk students from low-income families in the tri-county area. These students are mostly Hispanic or Black in Elementary and Middle school, Age 7-14. These are students with potential, but in need of a mentor to guide them. They enjoy being challenged and are attracted to something that is fun.



CREATIVE BRIEF

Tone

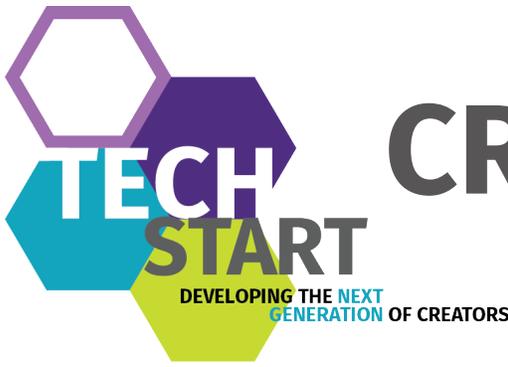
Ads will offer an educational, inspiring and sincere tone that provokes curiosity in the viewer to learn more information. Our ad concepts hopes to catch attention and drive the audience to read more.

Messaging

Student's involvement in programming not only gives them a stepping stone to building their future, but it also motivates them to succeed within the classroom, thus encouraging the importance of education as a whole. Programming has shown an increased number of class attendance and participation.

Media Tactics

To solve these problems, new content should be created, targeted toward the market segment of mentors and volunteers. As discussed in the market analysis the most effective way to reach these demographic segments is through social media. A campaign and a hash tag should be created. This will make TechStart's content easily accessible and shareable. It will also help the spread of the message, maintain the consistency of the campaign, and generate brand awareness. On Facebook, Instagram, and Twitter, this new content and campaigns should be posted, and the account activity should main active. Applications such as Buffer and ConstantContact can be used to ensure this activity occurs frequently and the publics are kept informed to the organizational successes and events. This would also be a useful way to provide information and generate interest for the volunteer and mentor positions. Meeting should be set up with candidates and the new content about what their roles would include can be shared with them and discussed.



CREATIVE BRIEF

Target Audience's Current Brand Perceptions

The Target Audience for the most part does not know about TechStart. The schools are the most aware of the brand, and wanting to have the program at their schools. The students that are involved really love TechStart and it carries a positive word of mouth. The Tampa Bay community is overall unaware of TechStart. This can be positive because of the growing STEM field and the need for programs to support at-risk youth. Compared to the competition, a free program for coding and 3-D printing does not exist.

Desired Brand Perceptions

TechStarts wants to be known in the Tampa Bay Community as making a difference. They want to be known as an inclusive, growing program that develops the next generation of creators. They want to provide a better education for the thousands of at-risk youth in the Tampa Bay Tri-County area. They want to be known as a fun organization to students and schools. TechStart wants to be known for giving at-risk youth opportunities that may have seemed like a far off dream before. TechStart is fun and cool for kids, and it's a safe place for kids to use their imagination in a learning environment. TechStart doesn't want the classes to be like typical school classes.

Single Promise the Advertisement Wants to Deliver About The Brand

The advertisement wants to deliver the promise that getting involved as a mentor will make a difference to at-risk youth. The advertisement should promise that TechStart gives an unmatched opportunity for youth to grow and develop a sustainable future in a technology field.

Campaign Deliverables:

The concept PARENTAL ADVISORY: EXPLICIT INNOVATION will catch attention, keep the audience interested and increase brand awareness. Consistent headlines, typography and color scheme will keep the advertisements connected. The campaign hopes to deliver clicks to the website, increase in mentor registration, increasing social media following by increasing content. The campaign concept will deliver brand awareness by direct mailers, email blasts, print, banner ad, radio, SMS text, and social media content.