MARKETING

COMMUNICATIONS BRIEF

To be completed by Stetson University Marketing (SUM)

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<th>Project Date:</th>
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<td>Job Number:</td>
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Manager/Project Contact
- Name:
- Phone:
- E-mail:

Department:
Account Number:
Brief description of job:
Delivery Date:

1. What is the goal of this project? What are we trying to sell or accomplish?

2. If this request is tied to a particular event, please list the name, date, time and location of the event.

3. Who are the target audiences and what are their demographics? Are they new or existing prospects?

4. Who is the competition, both direct and indirect?

5. What is the SINGLE most persuasive idea or the unique selling position?

6. Are there any obstacles that could prevent us from achieving our objective, such as a negative audience perception?
7. Is there a slogan, tagline or advertising campaign associated with this project?
   Please include any brand identity guidelines.

8. Do you have existing written text to be included, or do you want SUM to write it?
   Please attach your text, if applicable.

9. Please attach any specific images you would like to use. If possible, we prefer a TIFF format 10% larger than the print size or JPG.

10. What are the mandatory’s for the project - legal requirements, PMS colors, logos and/or ad specifications? Please forward ad specifications to Leslie Perkins @ lperkins@stetson.edu

11. What is the call to action and what are the response channels?

12. What are the requested deliverables? (i.e. ad, flier, postcard, web page/form, banner, etc.)? Please list quantity, size, color, paper type and budget for all items listed.

13. Will your project require a news release?

NOTE: Stetson University Marketing (SUM) will provide you with the best possible quote for your printed materials. The selected bid will be e-mailed to you for approval. Upon receipt of your approval, SUM will provide the necessary details in order for you to complete a purchase requisition. Without an authorized purchase requisition, project completion cannot occur.