

The Creative Brief

1. Target Audience(s)

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

The target audience for the public awareness campaign is adult citizens of Richmond those in parental and/or professional roles. Specifically, parents of youth, grandparents, guardians, educators, faith community workers, health care professionals, public safety officers, business community leaders, employers, and policy makers.

2. Objective(s)

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

After watching the communication each viewer should want to help address the issue of teenage pregnancy because they realize the issue impacts everyone in the city either directly or indirectly.

3. Obstacles

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

The audience is comprised of individuals who generally tend to believe that teenage pregnancy is something that happens to others - especially those living in poverty or primarily people of color. They may not be aware of the data nor do they comprehend the correlation between adolescent high risk behaviors to teen pregnancy. Many individuals feel "there is nothing" they can do to address the issue of teen pregnancy. This is a sensitive subject for public disclosure; need to create a forum to addressing major drives of negative trends publicly.

4. Key Promise

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

They will be informed about the correlation between teen pregnancy and other high risk behaviors such as substance abuse, violence, domestic abuse, mental and physical health issues nationally and in Richmond. The goal is to compel individuals to action and to connect them to local resources.

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5. Support Statements/Reasons Why

These are the reasons why the Key Promise/Benefit outweighs the obstacles; the reasons that what you're "promising"/promoting is beneficial. These often become the messages.

Everyone has a role in addressing the issues of adolescent sexual activity and its consequences.

If Richmond is to grow and prosper as a city we must invest in our youth by helping them to make healthy choices.

Teenage pregnancy is a youth issue, family issue, neighborhood issue and ultimately a City of Richmond issue.

Making a positive impact on the reduction of teenage pregnancy means more youth will potentially develop into self-sufficient adults.

When we reduce teenage pregnancies we ultimately reduce poverty, crime, increase education outcomes, strengthen the workforce, and build stronger families.

One individual act can help. It starts with the audience taking the first step.

6. Tone

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

The tone should convey a sense of urgency. It should also promote action without blame or causing shame. It should engage and reassure individuals that there is a local movement and they can be part of making a difference.

7. Media

What channel(s) or form will the communications take? Television? Radio? Newspaper? Poster? Point-of-purchase? Flyer? All of the above?

A documentary, a comprehensive web site and print materials will serve as the first phase of the public awareness campaign. We are taking a grassroots approach for this plan. Face to face or one-on-one communication is the key to disseminating information to groups. We will also create PSA's which will promote the PR campaign.

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8. Openings

What opportunities (times and places) exist for reaching your audience?

Places where adults are gathered such as professional meetings, religious gatherings, in homes, the workplace, schools, community groups and other more traditional media as well.

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