|  |  |
| --- | --- |
| **Date** |  |
| **Activity** |  |
| **Key contact** |  |

# Objectives

*Please provide an overview of the campaign and specific objectives for the copy required (including word count)*

**Target Audience**

*Outline your target audience groups, not just generically but by demographics, psychographics, geographic locations, specific interests, etc. Be as specific as possible.*

*Primary:*

*Secondary:*

**Emotional connection**

*Different targets will respond in different ways. Do we want them to get excited about something? Do we want them to feel confident, or better informed?*

# Unique selling points

*Are we creating something to compete against an opposing University’s offering? If so, what do they do that we love/hate? What do we do that will make Flinders stand out to the target market?*

# Key messages

*Outline key messages that need to be communicated to the target audience. Specify any existing content to be included (case studies, testimonials, etc.). What’s the most important message you want to convey?*

**Call to action**

*What is the call to action, i.e. what do you want people specifically to do? Include relevant URL to click through*

**Channels**

*Outline proposed channels you will use to reach your target audience. Which is the primary channel?*

Bio / profile

Brochure

Corporate documents

Digital PR (social media, sponsored or native content, blogger outreach)

EDM

Marketing collateral

Media release

SEO (meta descriptions, tag titles, alt text)

Video / radio script

Website

**Level of copywriting**

*Outline what level of copywriting support you require*

I've basically written what I want, it now needs a professional edit and some copywriting flair added

I've written the basics but I need a total rewrite

I can put together an outline for you but you'll need to fill in the gaps

I've got nothing! You'll need to do research and write it up from scratch based on my brief

You tell me what I need and handle the whole project for me.

**Tone**

*Outline the tone you require, including any examples of existing copy/tone you like*

Corporate

Succinct

Direct

Punchy

Warm

Fun

Conversational

Professional

# Timing

*What are deadlines for first draft and final draft?*

# Budget

*What is budget for printing and distribution?*