

Creative Brief for Air Pollution Conference

Challenge and Goal

The challenge is to address the problem of air pollution in a meaningful, comprehensive, productive way. Our goal is to raise people's awareness of air pollution to create change and improvement.

Core Audience

Those who can influence change: leaders, officials, business owners, and the general public. According to the VALS, Primary motivation for the ideal audience would be Innovators and Ideals, specifically thinkers.

General Demographics

Sex: n/a

Age: adult

Social Grade: middle to upper class

Region: any

Working Status: preferably working

Occupation and Industry: managerial, administrative, professional preferred.

medical, political, manufacturing, business, any

Marital Status: n/a

Presence of Children: n/a

Household Tenure: n/a

Income: n/a

Education: preferably college, but some high school is minimum

Audience's Perception of Problem and Brand

The audience perceives the problem as bad but perhaps they don't know how it really affects them individually or understand the causes and effects of it. The rise in news about air pollution makes them want to know more. The audience perceives the group as informative and proposing strategies for dealing with the problem.

Audience's Thoughts and Feelings

We want the audience to think air pollution is a problem affecting everyone in the world. It has a real effect on health and the environment. The issue needs to be addressed. Everyone has a responsibility to help make change.

Brand Personality

Awareness, call to action, health, environmental

Key Emotion

optimistic motivation

Media

The main strategy will be to create a conference to get people together to discuss and facilitate change. Media to advertise the event could be the internet, posters/billboards, television and magazine advertisements, and possibly appearance on talk shows by a speaker.

Critical Elements and Budget

Speakers, presentations, facts, and photographs for the conference and advertisements are crucial to the goal. The budget is infinite.

Most Important Takeaway

Air pollution has a direct effect on health and the environment and needs improvement.

Audience's Actions

We want the audience to make strides towards improving and solving air pollution.

Andrea Overman

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VC 2: Design Methodology