

Creative Overview

Date: _____

30 day notice required for all project submissions

1. **Project Name** _____

2. **Summary:**

- a. What is the objective of the project?

- b. What is the benefit the audience will receive?

- c. What key points should be highlighted in the message?

- d. What is the call to action you want to make to the audience?

3. Who is the primary audience?

- Undergraduate students in Albizu
- Students with a Master's degree in Albizu
- Unconverted leads in the database (Click Point)
- Current Students
- Alumni
- Staff
- High Schools

Marketing Request Form

- College Fairs
- General Public Recruitment Events

4. A frame of Reference:

- a. Is it the first time the event has been held?
- b. Is it a recurring event? (attach an example of a past creative)

5. Format:

- Email Blast --Do you require for marketing to deploy the email blast creative? _____
- Social Networks
- Digital Banner- Format & Size _____
- Print – Format & Size _____

Event Details:

- a. Date:
- b. Schedule:
- c. Place:
- d. How many participants do you expect at the event?
- e. Does the event have any cost? Should it be published on Eventbrite?
- f. Registration link:

❖ **Notes:** (Additional details of the requested project)

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Not all questions are applicable to all projects. *This form is submitted only once per project.*

From the date the "creative summary form" is submitted, the Marketing Department requires 30 days to complete it with the required dedication since there are multiple projects that are in production.

Thanks for your cooperation.