

THE ASK	Video campaign to drive CEB community engagement, brand awareness and support of social justice organizations, featuring California Honeydrops song Goal: -Record staff lip-syncing inspirational song on recorded Zoom-call; splice in close-ups of video squares -Showcase CEB community to broader audience (include your friends/family in video; dancing; hold up slogans (e.g. BLM, trans lives matter, Love Wins, etc.) -Play into the ethos of “Live Learn” lyrics (what we’re learning as a community during these changing times, how we’re persevering, how we’re fostering change and happiness). -Drive people to donate to select social justice organizations
BACKGROUND	
TARGET AUDIENCE	Target audience: - New, current, and lapsed customers of all practice areas; - New leads from social media
OBJECTIVES	Drive CEB brand/community awareness; drive social engagement and support of social justice organizations
CHANNEL MIX	Social media campaign: Share video across LinkedIn, Twitter, Facebook, Instagram
KEY MESSAGE	<u>Feature/Benefit Messages:</u> Here’s what we’ve “lived and learned” during this time. We are a community. We are YOU. Here are our values. Join us in the march forward.
SUCCESS METRICS	Donations to social justice orgs CEB partners with
CREATIVE CONSIDERATIONS	-Videographer (contractor or Mktg team member) -Video editing – Eyonnie, Joe C., maybe John W. if available -Video snippets Creative Direction (Example Videos): Video 1

	Video 2 Video 3 (City of Piedmont) Tone: Exciting times; appeal to sense of community; lightheartedness and hope in the face of change; diverse images and slogans/posters; social progress.
MARKETING LANDING PAGES	TBD (posting videos to social media accounts)
WRITERS / EDITORS	Video editing: Eyonnie or Joe C. or John W. Production/Filming/Recording: _____ Script writing: _____
REVIEWERS	Talia/ELT, Marketing Team