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	Feature/Benefit Messages:
	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