**SOCIAL MEDIA VIDEO CREATIVE BRIEF - Rufus**

**Introduction:**

Before filming any social media video, professional creators and marketers plan intentionally. This process is known as **video content strategy and pre-production planning.** Strong videos are rarely accidental. This assignment is not about going viral. It is about learning how to think as a marketer, and strategy comes before creativity.

**Directions:**

Please copy this template and then duplicate and complete this sheet for both UGC and BGC videos. It is required before filming any social media video and must be submitted along with the videos in the future. Students are to complete the full creative brief independently, thoroughly answering each area with an emphasis on strategy, intentional hooks, and alignment between the goal and execution. This assignment mirrors how content is planned in agencies, brands, and creator partnerships.

**Questions:**

**Before filming, you should be able to clearly answer:**

A. What is your inspiration for this video?

I think it is super cool that a movie star is at CMA and I think that would grab lots of attention from millennials and younger generations.

B. What is the goal of this video?

To make younger generations and millennials feel connected with Rufus since she is a celebrity

C. Who is it for? Broad Audience or a specific target-market persona? Explain.

Somewhat of a specific target-market persona. It would be aimed at ages 7-30, since younger kids would love to meet Rufus since that is who they watched in the movie, and the older generations in the time frame grew up with Dolphin Tales movies, so that would also be cool for them too.

D. What is the one/main message(s)?

A fun activity for families and others to do on the weekends!

E. How will it hook attention immediately?

An entertaining, fun message and happy music should give me a strong hook.

F. What action should the viewer take?

They should go and visit Rufus so they can meet the pelican that played Rufus in Dolphin Tales!

G. How will success be measured?

Key metrics that are in the analysis of the video, such as likes, shares, comments, reposts.

**Student Information**

Student Name(s): Summer Moses
Course and Section: MKT 402-1

Platform:

- ☑ ~~TikTok~~
- ☑ ~~Instagram Reels~~
- ☑ ~~YouTube Shorts~~
- ☐

**1. Video Objective**

Primary goal of this video:

- ☐ Brand awareness
- ☑ ~~Engagement~~
- ☐ Education
- ☐ Community building
- ☐ Conversion

Briefly explain the goal in one sentence: This video would solely be for engagement and get people sharing that Rufus from Dolphin Tales lives at CMA. Hopefully this would

gain them more following, donations, and traffic to their social media and their aquarium.

**2. Target Audience**

Who is this video for? Teens to middle aged adults

Age range: 7-30

Interests or needs: Wildlife, movies, birds

Platform habits: Enjoys movies and staying up-to-date on all things related to wildlife

What problem or desire does this video address?

It addresses the desire to meet a celebrity and feel special!

**3. Key Message**

If viewers remember only ONE thing from this video, what should it be?
Rufus from Dolphin Tales lives at CMA!

**4. Funnel Placement**

Where does this video fit in the consumer journey?

Awareness

Why does this placement make sense?

It makes sense because it is a great way to raise awareness for CMA and to get traffic by families and younger generations.

**5. Hook Strategy**

How will you capture attention in the first one to three seconds?

A sentence that will make people be curious like “omg! There’s a celebrity at CMA!?”

Write your planned hook:
Did you know you are looking at a movie star?

**6. Video Structure**

Hook: Did you know you are looking at a movie star?

Main value or insight: A story that is fun, exciting, and also factual about pelicans.

Example or proof: The facts that are in the video about great white pelicans and also Rufus being there.

Call to action: come make a memory with Ricky at Clearwater Marine Aquarium! She can’t wait to meet you!

**7. Visual and Audio Plan**

Video format: B roll

On-screen text planned? Yes

Captions included? Yes

**8. Call to Action**

What are you calling for? People to visit Rufus to raise awareness for CMA

Write the exact CTA: come make a memory with Ricky at Clearwater Marine Aquarium! She can’t wait to meet you!

**9. Success Metrics**

What success metrics are you aiming for most? Shares and views

Which metric matters most to you and why? Shares and views mean the most to me because that means the video is circulating around people and that will ultimately lead to more foot traffic to their social media and the aquarium. It will also hopefully increase their following for updates on Rufus.

**10. Possible Caption**

POV: You accidentally meet a Hollywood celebrity at an aquarium. 🎥

Ricky played “Rufus” in Dolphin Tale… and yes, she’s a 12-foot-wingspan, car-length, female great white pelican.

Now she uses her fame for good, helping educate thousands of guests at Clearwater Marine Aquarium about protecting our coasts. 💙

Visit her at Clearwater Marine Aquarium today!🌟