**VIRTUAL EXPERIENCE CREATIVE BRIEF** **DATE:**

| **Project Title** |  |
| --- | --- |
| **Project Requester & Stakeholders** |  |
| **Project Manager** |  |
| **Creative** |  |
| **Anticipated publish date** |  |
| **Anticipated publishing platform(s)** |  |

**PROJECT SUMMARY & BACKGROUND**

What will this experience support – research, course, campaign, program, or website?

Are we trying to solve a problem? Please define.

List any existing or obtainable supporting materials (e.g. footage, photos, animations, graphics, etc.).

Are you planning to capture images and media? What devices are available?

Why now?

**LENGTH AND AUDIENCE**

Target audience:

Why should they care about this project and its message?

Desired length:

Are there primary voices?

Desired locations:

**MESSAGE AND TONE**

What are we saying? Is there a call to action?

Has text already been developed?

What adjectives describe the desired tone, feeling, or approach?

List the top three objectives/goals of the experience:

1.

2.

3.

What is the desired outcome and takeaway message?

**SCHEDULE AND LOGISTICS**

When is the final deliverable needed, and when does it go live?

For on-location capturing, include names and contact information of people who will provide access or more information:

Are there any limitations/restrictions to be aware of?