



CREATIVE BRIEF

Project Background:

The background for this project is that the 25th Anniversary Men of Honor Gala is happening this December. It started 20 years ago on November 5, 1997.

Theme: 100 Black Men Austin President Karl Spencer says “I want to pose a challenge to the men in the community. I want you all to take time to say, ‘you know what? I want to give back and help and pull someone up by the wayside’”. This project’s theme is to highlight the positive impact the company makes through announcing its project.

Target Audience: Philanthropic donors and community members who would attend the gala.

Objective(s) - (what are you trying to achieve): Through this event, we are trying to raise money for the 100 Black Men Austin organization by engaging with potential donors and people passionate about the cause.

Tone: The tone of this project will be leadership empowerment. It should be uplifting and encouraging to the readers.

Medium/Channel (where will the deliverable be disseminated?):

The release should be spread across multiple media platforms to maximize awareness and organizational impact to the community. The deliverables should be disseminated to Instagram, Facebook, and Twitter.

Mandatory Elements (what elements are required to be included?): Mandatory Elements to include are the company logo, an image of some of the men being honored, strong text that emphasizes and puts the focus on event details such as date, location and time, and the company mission.

Sources used:

<https://www.100blackmenaustin.org/about/>

https://utexas.instructure.com/courses/1366285/assignments/6345594?return_to=https%3A%2F%2Futexas.instructure.com%2Fcalendar%23view_name%3Dmonth%26view_start%3D2023-09-24

<https://youtu.be/4FsnFWfn9i0>