

Run Like a G.U.R.L

Creative Brief

Project Summary

Overview for the Project:

The overview for this project is to create a functional and responsive website for the movie Run like a G.U.R.L. We will enhance the website using elements like animations, videos, pictures to relate to similar film websites but at the same time make it stand out, make it unique in its own way.

Primary Goal of the Website:

Getting people interested in the film.

Secondary Goal of the Website:

Getting people interested in the cause of the film.

Long-term Goal of the Website:

Make people engage in the topic/cause nation and worldwide.

Audience Profile

Target Audience:

The targeted audience is between 18-65. It is focused in attracting anyone that wants to be a part of a movement to promote women's empowerment.

On the Website the Visitor Can:

- Watch the trailer
- See updates of when the film will be release
- Sign up for news updates
- Donate money

To Take Them to The Website:

A free method that will only require effort is to promote the film in social media (banners, posters, interesting short videos of the film/ trailer, and of course adding the link to the website(in the posts) so they can check out more information.

To Make Them Return:

Be active (example in social media), show the people that are checking the film out that you are into the cause by posting regularly on social media things like updates, meetings, gatherings, pleasing posts to the viewer.

Perception/Tone/Guidelines

What do we want the audience to feel and think?

We want them to relate, to feel they can be part of the cause. We want them to look at the website and feel/think that this is a genuine cause/movement to be part of.

The website will help us achieve this goal by:

- Making the website more professional looking.
- Designing a new logo that is simpler but unique enough to make them remember (attract their attention).
- Make the website more user friendly and interesting(more graphics less words).

Adjectives to describe the website and the Company:

- Engaging
- Knowledgeable
- Serious
- Expressive
- Professional

Visual goals for the website:

- Make sure that we show diversity in the photos
- Color scheme: purple + pink
- Include the social posting page
- Add head shots to the descriptions of the members
- Include slide shows

Communication Strategy

Overall Message for the Audience:

A reliable, passionate, secure, efficient, expressive, professional cause and members they can count on.

The Overall Message can be conveyed by:

Like mentioned before, being active. Example: responding to comments in social media or in gatherings.

How will the success of the Redesigned Site will be Measured?

It can be measured by having a news letter sign up section on the website.

Communication Strategy

What Makes the Website Different/Unique:

We will be providing friendly user surface, to display everything in a way that the user does not get lost looking for a specific section but at the same time we are providing our unique content.

Succesfull Part of the Current Website are:

- "About the Team": because it is well described and clear (but is missing the head shots).
- "In This Race Together":because it is showing who interacting in the matter.

Targeted Message:

Let's Run Like a G.U.R.L. Together.

Sitemap

HOME

FILM
OVERVIEW

ABOUT
THE TEAM

NEWS

IN THIS RACE
TOGETHER

CONTRIBUTE

CONTACT

Logo



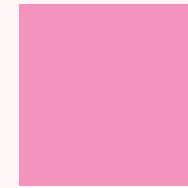
HEX
#000000



HEX
#A05BA4



HEX
#F3E3EA



HEX
#F495BE



HEX
#D861A4

Website Color Scheme



HEX
#FFFFFF



HEX
#F1C2C3



HEX
#FFF5F6



HEX
#000000

Type Scale

| Scale Category | Typeface | Font | Size | Case | Letter Spacing |
|----------------|----------|---------|------|----------|----------------|
| H1 | PT Sans | Regular | 48 | Sentence | 0 |
| H2 | PT Sans | Regular | 38 | Sentence | 1 |
| H3 | PT Sans | Regular | 28 | Sentence | 0 |
| H4 | PT Sans | Regular | 18 | Sentence | 0 |
| Subtitle 1 | PT Sans | Regular | 16 | Sentence | 0 |
| Subtitle 2 | PT Sans | Regular | 14 | Sentence | 0 |
| Body 1 | PT Sans | Regular | 16 | Sentence | 0 |
| Body 2 | PT Sans | Regular | 14 | Sentence | 0 |
| BUTTON | PT Sans | Bold | 14 | All Caps | 1 |
| Caption | PT Sans | Regular | 12 | Sentence | 0 |
| overline | PT Sans | Regular | 10 | All Caps | 2 |

Poster and Social Media Banners

Director:Melanie Oram
Producer:Andretta Hamilton
Consulting Producer:Traci E. Alexander

Galvanized Unapologetic Real Leader

RUN LIKE A G.U.R.L.





The 2018 Elections unleashed a Pink Wave and a record 127 women will serve in Congress; 25 Senators and 102 Members of the House of Representatives.

#Runlikeagurl
#Pinkwave
#Inthisracetogether



The 2018 Elections unleashed a Pink Wave and a record 127 women will serve in Congress; 25 Senators and 102 Members of the House of Representatives.

#Runlikeagurl #Pinkwave #Inthisracetogether

www.runlikeagurl.com

Screenshots

Home Page

RUN LIKE
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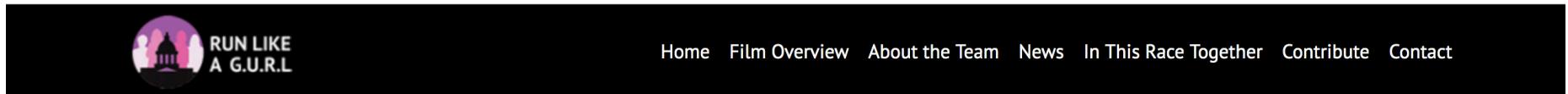
Home Film Overview About the Team News In This Race Together Contribute Contact

Galvanized Unapologetic Real Leader
Run Like A G.U.R.L.

A film about how and why an unprecedented number of women candidates joined forces with a wave of female grassroots activists to make 2018 the new “Year of the Woman”. Will this movement set the stage for 2020?

0:00 / 0:13

Film Overview Page



Film Overview



About The Team Page



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About the Team



Melanie Oram

(Director)

While at HBO Sports, Melanie earned an Emmy for *Real Sports with Bryant Gumbel* and a Peabody for the documentary *Dare to Compete: The Struggle of Women in Sports*. Under the Bajan Brownstone Productions banner, she wrote and directed *SHOOK* a short film that aired on Showtime and won several festival awards. She directed the short play *NMA* that was part of a short play collection called *The R-Word* which did a short off-Broadway run. While helming Bajan Brownstone Productions she also created content for Harlem Stage, Women's Project Theater, and Rattlestick Theater in New York City. Melanie earned a Bachelor of Arts, cum laude from Harvard University and a MFA from Columbia University -School of the Arts -Filmmaking Division.



Andretta is a seasoned filmmaker and founder of Broadmind Entertainment. Most recently, she produced *AS EVIL DOES*, an independent feature starring Bill Cobbs and Dorian Missick. Her other production credits include the documentary *AMEN: The Life and Music of Jester Hairston*, the independent feature *Indelible* (Rosalyn Coleman, Tristan Wilds, and Emmy-Award winner Ann Dowd), *The N Word* documentary, a Peabody Award winner, *A. Philip Randolph: For Jobs and Freedom* – an award-winning PBS documentary film (WETA-TV), *Breakthrough: The Changing Face of Science in America*, and the Emmy-Award winning PBS documentary series *The Great Depression*.

New Page



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News



Melanie Williams Oram receiving her Certificate of Recognition at the 34th Annual African-American Heritage Festival!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ut porta orci, ut imperdiet mi. Etiam venenatis bibendum nibh, nec suscipit sem elementum ut. In maximus lacus sit amet interdum tristique. Maecenas egestas ligula arcu, ullamcorper ornare elit porta a. Integer eleifend luctus vehicula. Praesent lobortis pharetra nunc, sit amet consectetur dolor scelerisque ut. Quisque bibendum tincidunt est ultrices vehicula. Vestibulum venenatis arcu ac arcu ultrices congue. Aenean pharetra libero at maximus ultrices. Nulla at fermentum nisl, vel eleifend leo. Donec vehicula enim ex, vel ultrices odio cursus posuere. Pellentesque vel felis sit amet sem imperdiet imperdiet. In eu sollicitudin est. Ut vitae pretium justo.

Integer interdum quam velit, eu feugiat leo blandit et. Curabitur ac elit fringilla, pellentesque velit et, vulputate velit. Vestibulum vulputate urna eu ex scelerisque egestas. Phasellus imperdiet pharetra quam eget ornare. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam tincidunt sem lorem, vitae rutrum tellus luctus non.

In This Race Together Page



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In This Race Together

Tweets by [@GURLFilm](#)

RunLikeaGURL Retweeted



Liuba Grechen Shirley

@liuba4congress

1 in 4 women go back to work just 10 days after giving birth. This is a public health & human rights crisis. Every country in the world except the U.S. & Papua New Guinea offers **#PaidFamilyLeave**. Thank you **@WaysMeansCmte** for listening & **@PaidLeaveUS** for fighting.



May 9, 2019



RunLikeaGURL
GALVANIZED

Contribute Page



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Contribute

If you would like to help this project succeed, you can make a gift to the film by hitting the PayPal button. We are currently in the process of raising capital to help us finish the majority of our production phase for this project. All contributors will receive a named film credit. We are not a non-profit, so contributions made on this page are unfortunately not tax deductible. If you would like to make a tax free donation to the Run Like A G.U.R.L. project, please make that contribution via our Fiscal Sponsor: [New Heritage Theatre](#).

Thank you for your interest.



In This Race Together Page



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Contact

Name *

First

Last

Email *

Comment or Message *

Submit

Address and Directions

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