Philip Cohen 4/15/18

Creative Brief

1. My goals for this website is to get people to donate to help reduce the risk of opioid epidemic. For this to work my site would require people who truly care about this sickness and who are willing to help reduce it. The purpose is to find a way to get people less addicted and using the donations to find a non-addictive pain killer. The short-term goal is to get enough donations to start preparing the cure. The long-term goal is to get help and research ways my site can find a way to reduce the addictiveness of opioid epidemic.
2. The target audience are family members and friends of people who suffered from opioid addiction. Like I say I have someone who’s a close friend of mine, who’s 23, works at an aquarium, and he tries his best to give presentations to the creatures he learns and knows about to the public. If he saw my website, he would donate money for my site to get him the treatment he needs, he would need to sign up with his email and log in with his email to get conformation. The people who would come join my website would care to help those who are addicted and want to help them so that they won’t have the same problems they once had when they were addicted.
3. I believe my target audience would respond with rejoice, they would finally find a site that either could help them get less addicted or a friend or family member they know who needs help. I want the target audience to feel that they can trust this website and know its not one of those fake ads that takes away their money but it’s a real site to help people fight for a cause they want to believe in. By getting the donations by the people who want to give those a chance to fight on. I believe the word “Brave” is a word cause people are mostly afraid to speak out what they think and this sit will encourage them not to be afraid. Some visual goals would be for the donations to help the addicted, gain the approval of the audience, and let the public know what they can do to help.
4. Once my site has enough donations, the scientists who volunteered will use the money to find medical solutions to stop opioid epidemic and find the cause of the addictiveness. The overall message is to show what opioid epidemic can do if not treated and how to prevent it from spreading. First, I would need the people approval, next I would show them the dangers of this risk and show how they can help, finally I can ask for donations and the scientists can research a cure. I will measure the success by the donations people would give to the site and then give it to the researchers who will use the money to find medical solutions to reduce the risk.
5. If there is a website who is doing thee same thing as my website, then I would promote my reasons why I created this site. Sites like https://www.centeronaddiction.org or <http://www.searchandrescueusa.org> use false advisement and use credit card information to gain their supporters. My way is to use emails and get conformation from the people who donate. My website offers truth, what the risk does, and what actually happens if not treated, and can offer real help if the people really want to know how to stop opioid epidemic. It would offer visitors a chance to really thin how they can help others.
6. My word would be “Help those who are scared, and give them the courage to fight on” These words would explain to people who do come to th website that if you are scared, then be brave and move forward without looking back. To get the support of those who want to help raise awareness and to help those suffering from chronical pains, I would need to get donations to get scientists to research different medical solutions to reduce chronic pain. My website would tell the dangers and risks of Opioid epidemic and show many people that who are affected start by taking prescriptive medication that is addictive. This is how my site would go and if I did create such a site, I would be really proud to help those people.