



Creative Strategies

What's the Big Idea?

SWOT:

STRENGTHS

1. _____
2. _____
3. _____

WEAKNESSES

1. _____
2. _____
3. _____

OPPORTUNITIES

1. _____
2. _____
3. _____

THREATS

1. _____

SWOT

Strengths

Weaknesses

Opportunities

Threats

COMMUNICATIONS BRIEF

- 1. Why are we communicating?**
- 2. Whom are we talking to?**
- 3. What do they currently think?**
- 4. What would we LIKE them to think?**



COMMUNICATIONS BRIEF

COMMUNICATIONS BRIEF

WHY ARE WE COMMUNICATING?

WHOM ARE WE TALKING TO?

WHAT DO THEY CURRENTLY THINK?

WHAT WOULD WE LIKE THEM TO THINK?

WHAT IS THE SINGLE MOST PERSUASIVE IDEA WE CAN CONVEY?

WHY SHOULD THEY BELIEVE IT?

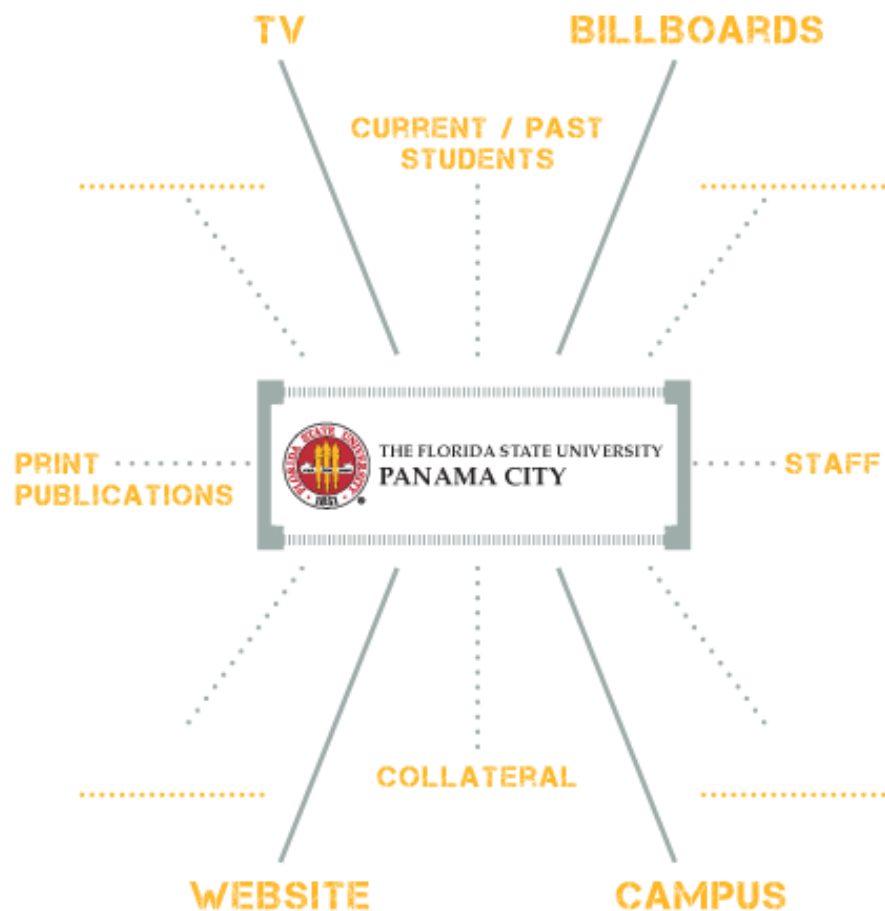
ANY CREATIVE GUIDELINES OR MARKETING GUIDELINES? (STYLE, TONE, FORM, CHANNEL)

5. What is the SINGLE MOST persuasive idea we can convey?

6. Why should they believe it?

7. Are there any creative guidelines or marketing ideas?

BRAND TOUCHPOINTS



OPTION 1

Branding Line: **BE A SEMINOLE CLOSER TO HOME.**

What it Means:

Just what it says—enjoy the advantages of FSU’s world-class reputation and resources without having to move to Tallahassee. You’re still a real Seminole. You’ve simply chosen to attend an FSU campus that’s closer to home.

BE A SEMINOLE CLOSER TO HOME.



THE FLORIDA STATE UNIVERSITY
PANAMA CITY

PC.FSU.EDU



OPTION 2

Branding Line: **THE FSU THAT FITS YOU.**

What it Means:

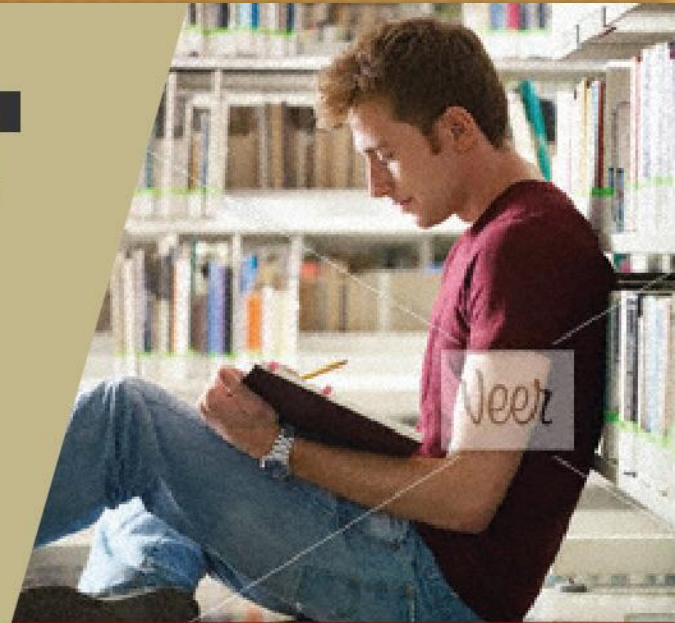
For students who either can't or prefer not to get “the Florida State University experience” in Tallahassee, FSU Panama City is the perfect alternative. It's smaller, more manageable and closer to home—yet your degree is absolutely, positively 100% FSU.

THE FSU THAT FITS YOU.

32 Degree Programs - On-Campus or Online



THE FLORIDA STATE UNIVERSITY
PANAMA CITY



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Life Management Center
OF New Braunfels, Florida, Inc.



BIG BEND COMMUNITY BASED CARE

LAMAR

THERE IS SUCH THING AS A FREE LUNCH



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