PIERRY SOFTWARE

CREATIVE BRIEF

Email/
Landing Page

DATE: 12/21/16

PROJECT INFORMATION

CLIENT: United Way

COMPANY SUMMARY (Who are you and what do you do?):

United Way is engaged in nearly 1,800 communities across more than 40 countries and territories worldwide. UW is focused on creating community-based and community-led solutions that strengthen the cornerstones for a good quality of life: education, financial stability and health.

PROJECT NAME: United Way SOW 1

PROJECT SUMMARY: (Brief overview of project & any requirements)

We are building a profile center that will have a dynamic logo - meaning the logo at the top of the page will change to a specific local United Way branch logo based on location. These logos have all been provided via Dropbox. For social media icons, these will be dynamic, as well, based on the local UW's pages (for initial mockup, include all icons except Pinterest and Vine).

*Please see attached preference center questionnaire for fields to include for personal information section as well as intro language, etc.

*One of the local UWs will have a snapchat social icon

CURRENT SITUATION (Describe current digital marketing/email campaigns. What is working / not working. What would you like to achieve with this project?):

We are currently building journeys for all 15 of their business units (representing 15 local United Way chapters) that will walk them through a welcome campaign and the respective UW Pillars (financial, education, health, etc.).

There will eventually be 20 BUs/local UWs but not there just yet

SPECIFICS

TARGET AUDIENCE:

Active subscribers (volunteers, newsletter recipients, possible donors)

PROJECT GOALS:

Familiarize subscribers with the United Way founding pillars while also communicating news on how to volunteer or donate.

# of EMAILS

1.00 # of LANDING PAGES

DUE DATE: 1/6/16

○ FIXED DATE ◉ FLEXIBLE

STAKEHOLDERS:

Amy Ganderson
Megan Schmith

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ADDITIONAL QUESTIONS

(●) NEW EMAIL DESIGN ( ) REDESIGN

If redesign, provide current design(s) and landing page URL
What do you like/dislike about current email/landing page design?

n/a

CURRENT URL: n/a

What do you like/dislike about current website design?

n/a

Competitors and aspirational brands:

Red Cross, Unicef, Goodwill, Feeding America, Salvation Army

List other sites you like/dislike and why:

Chem Bank: Clean/cohesive w/ great branding & clear CTAs
http://pages.communicatechemicalbankmi.com/BONMsignup/

KEY ATTRIBUTES: (List 3 key attributes, starting with the most important)

1. Logo will be dynamic and update based on location of local UW chapter (currently 15 BUs/logos)
2. Social media logos will be dynamic based on location of local UW - this list was provided (all will have what's checked below)
3.

SOCIAL MEDIA (What social media icons would you like to include?):

YouTube	Google+	Vimeo	Instagram	Pinterest	Facebook	LinkedIn	Twitter
☐	☐	☐	☑	☐	☑	☑	☑

WILL CLIENT BE PROVIDING CONTENT: (●) YES ( ) NO
(If NO, this will be an additional cost if it's not in the original SOW.)

WILL CLIENT BE PROVIDING PHOTGRAPHY: (●) YES ( ) NO

CREATIVE ASSETS

☑ CLIENT LOGO/S (Vector or larger PNG with transparent background)

☑ STYLE GUIDE (If none exists, please provide logo usage, colors, fonts, image styles, etc.)

☑ FONTS

☐ SAMPLES OF PAST EMAILS

☑ VECTOR ARTWORK

☑ PHOTOGRAPHY