**Creative Brief**

**Overview**

HWH banners to be made to reflect the coupons we will be launching for display buy placement with Question/Answer websites, Reference Websites, and Education Newsletters.

**Objectives**

Increase Impression to Click rate and Click to Conversion rate of display buy placements with creative geared toward website placement and awareness of coupon that is offered.

**Schedule and Budget**

Target due date of April 15th as that is when HWH coupons will be live.

**Target Audiences**

*Question/Answer Websites*

* *Audience types* – College Students
* *Key motivations* – Looking for answers to their homework questions
* *Key issues* – We can provide them the answers to their questions faster than the Question/Answer website that they are on**.**
* *Demographics* – Age 18 – 24. 60/40 Male/Female ratio. College students.

*Reference Websites*

* *Audience types* – College Students
* *Key motivations* – Get help with their homework and save money on our services.
* *Key issues* – Get help on their homework.
* *Demographics* – Age 18 – 24. 60/40 Male/Female ratio. College students.

*University Websites and Newsletters*

* *Audience types* – College Students
* *Key motivations* – Make studying easier with our HWH service. Sign-up now to get a discount on our service.  
  *Key issues* – Make studying easier with our HWH service.
* *Demographics* – Age 18 – 24. 60/40 Male/Female ratio. College students.

***All are being sent to 7day free landing page:***

[***http://www.chegg.com/homework-help/landing/7-day/***](http://www.chegg.com/homework-help/landing/7-day/)

***or question page***

[***http://www.chegg.com/homework-help/***](http://www.chegg.com/homework-help/)

***The ads will appear on these site:***

Bookrags.com

Easybib.com

Yahooanswers - looking for answers for free

College network

***We need these sizes***

***728x90***

***325x250***

***160x600***

***skin –***

***Reference Levi’s social messages for guidance “adaptly social”***

**Key Messages**

* Get the answers that you are looking for fast!
* Make your studying efforts easier.
* Save money on our services now.
* Get help on your homework

**Call to Action**

Sign up now!

Coupon Available! Limited time only.

Save additional $ on the monthly service.

Get your answers now!

Users are to landing on the question submission page (<http://www.chegg.com/homework-help/>) or the HWH landing page for paid marketing team. (***http://www.chegg.com/homework-help/landing/7-day/)***

**Creative Considerations**

* Format – Web: Flash and Static banners.
* Layout – IAB size banners.
* Localization – None