

Design Creative Brief	
Project name: National Trust / Mind UK Promotion	Due date: 01/01/2022
Budget: N/A	Production timeline: N/ A
Requested by: Mary Jackson	Project owner: You
Problem	<p>Adults under 25 are not visiting the NT post-pandemic. This age bracket is vital to NT membership goals. The NT needs to promote visits to this demographic. NT membership has dipped as there has been no membership drive, sales or membership retention in the past 18 months. There has been a large amount of cancellations due to the financial insecurity the UK population has experienced as a whole. The NT competition will be experiencing similar issues, and will be on a drive to pick up potential memberships or convert people from the NT to other similar organizations.</p> <p>Adults under 25 have been labelled “the loneliest generation” and have suffered the worst from the Covid 19 pandemic. It is a part of the NT brand ethos to promote mental wellbeing to all members and the greater community.</p> <p>NT wants to promote factual history, and commitment to Inclusivity and accessibility as a part of their unending work to improve as a charity and to be an ally /a11y.</p> <p>The NT wants to promote this in a way that reinforces the “for everyone, for ever” tag, without alienating families and older demographics.</p>
Objective	The NT has teamed up with MindUK to promote one free visit a month for a year to all national trust sites. They want to promote the positive benefits of nature and community as a primary objective and a conversion membership drive as a secondary objective.
Audience	18-25 Adults in the United Kingdom. Considered “young person”.
Customer “truths” Customer / assumptions	<p>“The NT is for my grandma”</p> <p>“The NT doesn’t understand that I’m not very patriotic”</p> <p>“The NT is for wealthy people with a lot of time on their hands”</p> <p>“I’m not that interested in architecture”</p> <p>“I am stressed about lockdown easing”</p> <p>“I feel isolated but also very anxious to go places right now”</p> <p>“I don’t feel comfortable inside spaces I’m not familiar with”</p> <p>“I’m not sure how I feel about doing things like I did before the pandemic”</p>

Competitors	Historic England • English Heritage • World Tourism Organization • other membership based outdoor venues • (s) outdoor festivals		
Deliverables			
Print / billboard / audio / video: SM – you tube – traditional media delivery (commercials) SM campaign FB / Twitter / IG / Snap / TikTok Website: website / advertisement			
Project tone		Look and feel	
Positive, hopeful, inclusive (see NT brand guidelines)		Within NT branding	
Desired reaction		Mandatory elements	
Increased visits to NT sites and MH awareness (P) membership conversion (S)		Promotion / mind logo / NT logo / NT brand standards	
https://www.nationaltrust.org.uk/ https://www.mind.org.uk/information-support/coronavirus/managing-feelings-about-lockdown-easing/ https://www.mind.org.uk/style-guide		https://www.mind.org.uk/ https://brandcentre.nationaltrust.org.uk/bp/#/folder/6244395/ https://brandcentre.nationaltrust.org.uk/bp/#/brandguidelines/5046/section/46519	