

Per CAO-

To be filled out by the Coordinator for Events.



De La Salle University
Student Affairs
Culture and Arts Office

CREATIVE BRIEF

This document provides a brief description of the project and its marketing strategies. It outlines the objectives, audience, and message for the strategies and details of the creative concept the team intends to use moving forward.

CAO GROUP

EVENT TITLE

EVENT DATE(S)

EVENT VENUE

DATE OF LAUNCH

Use this section to describe the look and the feel of the whole marketing plan. Also indicate the desired imaging/visual basis.

What message do you want your audience to receive with the release of your materials? (Ex. With faith, you can achieve anything)

Use this section to describe the audiences (local and external) for this project/event.

Please check all materials to be used:

- LOGO POSTER TARPULIN TEASER FLYER VIDEO BANTINGS BOOTH ID

Please check all merchandise for distribution or for sale:

- SHIRT MUG TUMBLER FAN PEN BALLER KEYCHAIN PIN LANYARD

SUBMITTED BY _____ NOTED BY _____

Signature printed name of Publicity Head / Date

Signature over printed name of Adviser

DATE / TIME OF CONSULTATION

COORDINATOR'S REMARKS / APPROVAL