

## **Creative Brief: Group 2**

### **Client:**

Project Vote

### **Location:**

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### **Client Info**

Project Vote is a national nonpartisan, nonprofit 501(c)(3) that works to empower, educate, and mobilize low-income, minority, youth, and other marginalized and under-represented voters. Despite recent upticks in voter participation, a significant portion of the electorate, concentrated in low-income and minority communities, is still alienated from the electoral process. This weakens our democracy by excluding from major public policy decisions the voices of the most vulnerable and least powerful. Project Vote knows that strong democracy needs active participation from all sectors of society, and works hard to engage low-income and minority voters in the civic process. Since 1994 Project Vote has developed state-of-the-art voter registration and Get-Out-the-Vote programs, and has helped register more than 5.6 million Americans in low-income and minority communities. Project Vote has also achieved a nationwide presence through long-term relationships with service and advocacy partners, and takes a leadership role in nationwide election administration issues, working through research, legal services, and advocacy to ensure that our constituencies are not prevented from registering and voting.

### **Assignment**

Create an ad campaign to make people feel they want/need to vote.

### **Communication Objectives**

You need to develop this. You can further target sub-groups of the target audience listed below. You will need to argue why.

### **Target audience**

The audience is 18 – 25 year old American citizens. Some of them have registered to vote, but most of them have not. Since graduating from high school, they either went on to college, or found employment.

#### *College students*

College students are engaged in their studies and the social environment of college. They have a busy schedule trying to balance all that is in their lives. Issues that will affect their lives interest them. They are compassionate people and want to make a difference, though they are not sure how. They are often self-absorbed.

#### *College graduates*

If they went to college, they have recently graduated, but have not decided to engage in post-baccalaureate education. The college grad has found employment, either in their field or a related field. They are happy enough to be working and are engaged in setting up lives for themselves, figuring out their identity as working citizens, and moving ahead. They do have busy schedules trying to balance their working schedule with their social engagements. Most are still single, but some have moved into committed partnerships. Issues, that will affect their lives, interest them. They are compassionate people and want to make a difference, though they are not sure how. They are often self-absorbed.

### *High School graduates*

High school graduates have found employment. They are content enough with their lives. They have busy schedules, as a result of balancing social and/or family responsibilities and going to work. Issues that will affect their lives interest them. They are compassionate people and want to make a difference, though they are not sure how. They are often self-absorbed.

#### **Where is Youth Vote Coalition in the mind of the audience?**

The audience has never heard of this organization. They understand that they have the right to vote, but have never really thought about actually voting. They also feel that their vote won't make a difference, because they have never taken the time to understand how or why. They don't know that Project Vote is created and designed just for them.

#### **Where is our competition in the mind of the audience?**

The audience might have heard of organizations trying to make youth aware of the importance of voting, but they really have not paid much attention to them. They might even have thought, or liked, or connected to the organization's ad campaign, but still did not vote. If the organization is a sponsor and/or partner with Project Vote, they do not know about this association.

#### **Where would Youth Vote Coalition like to be in mind of the audience?**

Project Vote would like to be positioned as the most important resource for American Youth. They believe that American Youth, just starting out as engaged adults, will benefit from their research, general information, resources and networking opportunities. They would like the audience to know that young voices are important too; strength in numbers can bring about change affecting issues that concern American Youth. They would like the audience to feel that Project Vote can help them make a difference.

#### **Selling Point**

The selling point is to educate the audience on how easy it is to vote, and the actual process of how to go about doing it. Since the majority doesn't even know the steps they need to take in order to actually register and vote, we thought this was a very important part of the campaign.

#### **Tone**

The tone of our campaign is going to be a little humorous, but mostly informative. The humorous part will draw the audience in, while we make our key information known.