



Muscle Walk

2017 Muscle Walk T-Shirt Creative Brief

Q. What is the opportunity we are trying to solve? (communication objective, communication medium)

A. Create a national MDA Muscle Walk t-shirt design that resonates with our key publics, embodies our new brand voice, excites and entices the community to fundraise \$100 (minimum to receive a t-shirt) and raise awareness through continued wear of the t-shirt after the event.

Q. Who is the audience we are trying to reach and what do we know about them? (demographics, unifying mindset, market research)

A. MDA Muscle Walk brings communities together — donors, partners, sponsors and volunteers — to fight back against muscle disease. In past events, the majority of participants were women:

- 65% Female
- Ages 25-54
- 59% Personal Connection

Q. If the audience only remembers one thing, what should it be? (keep it short and sweet)

A. MDA Muscle Walk is a leader/relevant in the space that inspires and motivates.

Q. What is the call to action and/or desired response?

A. Inspire our audience to make/join a MDA Muscle Walk team and fundraise to meet the minimum to obtain a Muscle Walk t-shirt (\$100).

Q. What is the tone of voice/personality that should be used/conveyed?

A. Personal, motivating and inspiring

Q. What does success look like, and how will it be measured?

A. Three designs will be put up for a vote using MDA social media platforms. Success will result in a high voting turnout, positive reactions/comments and an increase in fundraising efforts. Also, the increase in t-shirt redemption rates and the decrease in opt out clicks.

Q. Are there any challenges or barriers we have to overcome for this project to be a success?

A. The design should feel free – no boxes and/or hard lines. The supporters who attend MDA Muscle Walks should feel proud to wear their t-shirt for meeting a fundraising goal. Some walk teams create their own themed team shirts – the participants should want to wear the t-shirt during and after the event. Previous designs have been fairly masculine; we're looking for something very creative and artistic.

Q. What are the creative requirements, if any? (logo/brand usage, creative considerations, etc.)

A. The design must:

- The MDA Muscle Walk logo must be prominent in the overall design
 - Star icon may be used as a design element [guidance and options attached]
- Only be for the front of the shirt (national sponsor logos will be printed on the backs)

- Please provide one-color and two-color options using either:
 - White
 - PMS 2726 Iris Blue
 - PMS 143 Marigold
- Include one of the following copy lines:
 - Bringing Strength to Life
 - Bringing Your Strength to Life
 - Bringing Our Strength to Life
- Must be designed on a charcoaled gray t-shirt
- Design submissions may be recolored to match MDA brand standards

Q. What else could be inspiring, intriguing, good creative fodder for us to consider? (samples of work done well in the field or by competitors, past work, etc.)

A.

Guidance	Example
<p>We recommend using the copy as a part of the design. We encourage the copy to have some freedom and not be confined to boxes or straight lines.</p>	
<p>Meaningful graphics that can easily be incorporated with the copy are preferred. It's important for the graphic(s) to make sense for the event – please see the attached backgrounder for more information on MDA Muscle Walk.</p>	