## PERSPECTIVE Creative Brief

**Project Name:** Perspective Media Brand Identity (Logo)

**Client Contact:** Sasha Choulenina; [sasha.choulenina@perspectivemedia.org](mailto:sasha.choulenina@perspectivemedia.org), +254-07-15491878

**Decision Maker:** Isabelle Pierrard; isabelle.pierrard@perspectivemedia.org

**Project Summary: Clear, concise description of project – keep brief.**

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| Perspective Media is a strategic communications agency based in Nairobi, Kenya, specializing in promoting positive social and behavior change in East Africa. The goal of this project is to create a unique brand identity that fits our niche profile. We would like our brand identity to be appealing to our more conservative government/military donors, yet to represent the vibrant, creative, and innovative culture of our office and field.  Perspective Media creates media content targeting specific communities, and using the type of media most resonant to those communities: radio, social media, billboards, print materials, community events/street theatre, television, etc. Most of our clients are government agencies: United Nations (UN), branches of the U.S. and other militaries, international non-governmental organizations (NGOs), and other international development partners. Our role is to provide strategic advice on their communications plans, and to develop and disseminate media content that will support these partners’ objectives, including countering the draw of terrorist recruitment among vulnerable youth; promoting non-violence and reconciliation in hostile environments; encouraging and informing communities about positive health decisions, especially for women and children; promoting responsible governance; and countering corruption, crime and any other illegal activities. Perspective serves as a bridge between the larger missions of our donors, and local communities, and we work as a middleman to extend specific messages in an entertaining, culturally relevant, and engaging way, to make sure the messages *stick*. |

**Target Audience: Who are you trying to attract? Be specific.**

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| Our target audience are our donors who select implementing agencies to partner with. Our donor field includes:   * UN Organizations: AMISOM, UNSOM, IOM, UNMAS, ILO * International Orgs: European Union, African Union, Arab League, IGAD, World Bank, IMF, DDG, DRC * Government agencies: USAID, DFID, KENYAN, NRC, * NGOs: PSI, CARE International, * Military: MIST, DOD |

**Key Messages: One or two key “thrusts” – those most important to the project’s success.**

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| * We produce and deliver campaigns with a positive mission to catalyze opinion and positive behavior change * We create locally-resonant, culturally-appropriate strategic communications campaigns * Through strategic dissemination of key messages we thrive on producing the highest possible impact on target groups. |

**Key Benefits: What’s in it for the audience?**

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| * Perspective Media is a middle-man between target groups and our client’s mission. We are bridge between the client and their audience. * Perspective Media produces substantial content through integrated, multi-media campaigns. * Perspective media will use a top-down approach in the sense of first gaining a clear understanding of the client’s mission and needs. * Perspective Media will then use a bottom-up, participatory approach to design and develop the strategic communications campaigns. Employing cutting-edge research methodologies, we first gain an understanding of our audience and obtain targeted data, which is then analyzed on behalf of our clients, reported back to our clients for feedback, and then used to design specific communications interventions. All products are pre-tested with feedback from key community members before launch, and impact assessments are designed before launch to analyze the impact of our messages and products. * Further, we feed the data we receive during the life of the project back to the assessment team, in order to continually improve and fine tune our approach and methodology based on reactions and trends we see. |

**Competitive / similar scenarios: Who and what we’re competing against / working together / what’s out there**

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| International Competitors   * Breakthrough Media http://breakthroughmedia.org * M&C Saathchi http://mcsaatchi.com * Albany & Ass. <http://www.albanyassociates.com>   Local Competitors   * Well Told Story (WTS) http://www.welltoldstory.com * SAFE http://safekenya.org * Mediae <http://www.mediae.org> * KECOSCE http://www.kecosce.org   Collaborators   * Busara http://www.busaracenter.org * Forcier https://www.forcierconsulting.com * SMDC/Star FM http://starfm.co.ke * YADEN http://www.yadeneastafrica.org * Local Radio Stations |

**Action points: What do you what your audience to do / react?**

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| * To hire us * To trust us as the best implementer at most reasonable rates for the quality of product * To continue funding ongoing projects * To speak highly of us * Connect us with other potential clients |

**What type of creative services are requested: Design, copywriting, artwork etc.**

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| * Logo * Slogan * Brand identity |

**List of creative deliverables: What type of design / creative products are needed (identity, brochure, videos etc)**

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| * Logo * Brand Guidelines – including fonts and color pallets * Website skin * Branded Templates * Collateral/Merchandising * Social Media pages |

**Desired Message Tone: How do you want the message perceived -- creative, innovative, fun, serious etc**

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| * Professional, creative and vibrant * Relationships, Trust, Reliability * Strong Values & Ethics * Leaders / Innovators / Trend setters * Respectful / Humble / Diversity * Transparent/ Down to earth * Bold and daring / yet responsible & sensitive * Inspirational |

**Success factors / measures: The desired outcome / how will you measure them?**

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| Memorable Logo  Strong Brand Identity  Visual representation of our core values |

**Language requirements: How many languages? How comprehensive?**

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| English  (And maybe Somali & Swahili) |

**Any suggested comparable projects in terms of design / creative: Something that you like / have seen / would like to aim etc.**

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**Project Timeline: Indicate major milestones.**

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| 15th Sept 2017 |

**Production outline: Who’s printing / producing, where, when etc.**

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| N/A |

**Anticipated Budget:**

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| $250 to $450 |

**Other: Add any key information not covered under the above items.**

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**Prepared by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Approved by:**

**Client’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Client’s Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**