



Creative Brief for Degree Bucket Media Campaign

Prepared for: Flash Banners
Prepared by: Growth Works Ventures

September 12, 2012



PROJECT NAME:

Degree Bucket Media Campaign Interactive Banners

TASK DESCRIPTION:

We are running a media campaign to drive traffic to DegreeBucket.com. Degree Bucket allows people that are interested in pursuing an advanced degree to find colleges and universities that offer their program and level of study.

We would like to have Flash Interactive banners created that grab people's attention and have a high click-thru rate for our CPM Media Campaign.

DELIVERABLES:

- (2) 300x250
- (2) 728x90
- (2) 160x60
- 24 FPS (Frames per second)
- 30 seconds max animation, looping back to beginning
- 120K Max File Size
- Final .swf file & Original .FLA file with layers

We may be programming each clickable element in the banner to trackable URL's with dedicated landing pages. We'll need the original flash file in order to edit the links.

LOOK & FEEL:

- More Bold than Elegant
- In between Playful & Serious
- More Modern than Traditional
- More Personable than Professional
- Gender neutral
- More Colorful than Conservative
- More Economical than Upmarket
- Effective use of White Space

BANNER MESSAGING/CLICKABLE ELEMENTS:

Headline: Earn Your Degree Online!

Clickable Elements with Rollover Animation and/or Icons:

GROUPING 1

- Nursing
- Business
- Education
- Legal
- Design
- And more

GROUPING 2

- Associates
- Bachelor's
- Master's
- Doctorate

(Each group should have some kind of visual separation, no need to label Group1 or Group 2)

Call To Action: Find Schools

Logo: DegreeBucket Logo