***Creative Brief Format***

**Brand**: Inclen Trust

**Date**: 23rd Jan. 2015

**Deadline**: 27 Jan. (12 pm)

**Touch point**: Brochure

1. **Background**

INCLEN is a unique international network of healthcare professionals who conduct collaborative, inter-disciplinary research on high-priority national and global health problems, and train future generations of leaders in health-care research.

INCLEN began in 1980 as a project of the Rockefeller Foundation. INCLEN, Inc. was formally launched as an independent not-for-profit organization in 1988 with global headquarters in Philadelphia, USA. The current global head quarters are in New Delhi, India.

Presently, INCLEN is a network of 91 academic medical institutions/ universities in 34 countries around the world with over 1843 members who are academicians and researchers related to health and medical sciences.

In India, INCLEN has established a dynamic collaborative network known as the INCLEN Program Evaluation Network (IPEN), of 185 Indian institutes including 160 Medical Schools, 10 Public Health Institutions, 8 Research Institutions, 12 non-medical Universities and 9 Non-government Organizations across India.

1. **Marketing Objective**

The Inclen Foundation stands at an interesting juncture today, where it has a numbers of feats to its name, including the hugely successful Polio eradication project on which Inclen worked jointly with the government of India to ensure extensive distribution of the polio vaccine. This was supported by a mass awareness campaign that led to India being declared a polio free country by WHO. However, the challenge for Inclen going forward remains in:

* 1. expanding and re-aligning its research portfolio to carry out multi-centric
  2. revitalizing research capacity and powering mentorship to next generation of leaders in health research
  3. Aggregating the knowledge & strengthening its role in policy advocacy at national, regional and global levels
  4. Network consolidation and expansion

1. **Communication Objective**

The document would serve multiple purposes. First and more importantly, the document will be presented to the board members of the Inclen Trust who are coming together in Johannesburg in the month of February from across the globe. The objective would be take stock of the work done in the past decade and discuss on the future roadmap of the Trust. The 4 page document would be a crisp presentation that would go out from Inclen executive office in India. This will play a key role to build credibility by showcasing past achievements, give a preview of the goals and objectives of the trust going forward and make the participating members understand their roles in the future roadmap. In addition, the document will also serve as a tool for building better investor relations at the meeting. Lastly, once the meet is over, the document will be used as an introductory brochure for Inclen Trust and will be used in both print and digital formats.

1. **Brand Personality**

The brand is a philanthropic individual who carries and international outlook and a vision to propagate epidemiology at a global level with special focus on developing countries. As an individual he is ethical, formal yet warm, advanced in terms of education and carries a futuristic outlook.

1. **Target Audience**

Board members of the Inclen Trust

Investors

Governments

Researchers and Academicians

General Public at Large

1. **Single Minded Proposition**

To improve global health by way of research and capacity building i.e. enabling individuals to becoming research professionals.

1. **Mandatories**

Brand Logo

Images and iconography

Address and correspondence details - <http://inclentrust.org/inclen/contact.php>

1. **Deliverables (with details)**:

4 page brochure

1. **References**:

<http://issuu.com/eebhub/docs/id_aer_overview_11_18> (intersting front and back cover. Something similar can be created from health care perspective. Unlike the reference, though, in case of Inclen we can have some text on the cover as well)

<http://issuu.com/msazriel/docs/nssroadmap> (This reference again has a very impactful cover)

<http://issuu.com/ceresreports/docs/ceres_2013_annual_report_final> (The inside pages are a good reference for the brochure specifically for certain sections of the content such the timeline section - refer pg 9 of 52, pg 13-23 and pg 27-31 for areas of work, the content can also be organized under headers challenge and impact )