

CREATIVE BRIEF

CLIENT	
PROJECT NAME	Women's Health Luncheon (WHL)
CLIENT NAME	Lauren Carroll, Joe Marino
BRAND	Brigham and Women's Hospital
PRODUCT	Corporate Sponsor Sell Sheet

PROJECT <i>purpose and opportunity</i>
<ul style="list-style-type: none"> Create a new marketing tool that conveys the benefits of sponsoring (i.e., purchasing) a table at the May 6, 2022 Women's Health Luncheon for businesses/organizations that have not previously done so.

OBJECTIVE <i>what does the project work to achieve?</i>
<ul style="list-style-type: none"> Primary: Secure 3-5 first-time corporate table purchases at the \$2,500+ level Secondary: Sow seeds for future sponsor pool

TARGET AUDIENCE <i>who are we trying to reach?</i>
<ul style="list-style-type: none"> Individuals in HR, C-suite, and marketing functions at organizations that have: <ul style="list-style-type: none"> Supported women's health and gender equity Sponsored similar events Prospects from publicly available Boston Business Journal lists <p>Note: Businesses/organizations may or may not be familiar with WHL</p>

LOGO/BRANDING <i>style and tone</i>
<ul style="list-style-type: none"> Use existing WHL visual identity and color palette*; should use the new BWH/MGB logo Incorporate "15th Anniversary" into design as this is the 15th year of the event Be evergreen as possible (with the "15th Anniversary" element being interchangeable) Convey expertise, leadership, and gravitas: event should be presented as a learning opportunity, as well as a social event Leverage images of past celebrity keynote speakers in the design Convey energy, fun, and people enjoying an experience you don't want to miss <p><i>*Note: As we are waiting on specific brand direction for this event from the MGB Rebrand Committee, we will proceed with using new logo with existing WHL visual identity and color palette.</i></p>

MESSAGE <i>what is the key idea to be remembered?</i>
Primary:

This must-attend Boston event is ideal for socially responsible companies interested in learning about the most urgent and interesting health issues facing women today. Content is presented by Brigham experts in a memorable, easy-to-understand, lay-friendly format.

Secondary messages to convey:

- Host your clients and prospects
- Engage female executives
- Network with Boston business leaders
- Be recognized as a company that supports gender equity
- Be a champion for women's health
- Gain valuable knowledge and advice from health experts

DELIVERABLES & FORMAT | describe *key pieces to be produced*

- This should be designed as a print piece that will be delivered as a PDF to Lauren Carroll/FECP
- The sell sheet will be used as a presentation tool during prospect meetings, as follow-up to cold outreach or meetings, and as a handout for prospects to share with other decisionmakers in their organization

SCHEDULE | projected *timeline, important dates, deadlines, etc.*

Target delivery date is Week 3 November

Last updated 10/28/21