

The image features a dark blue background with two main text elements in rounded rectangular boxes. The top box is lime green and contains the word 'CREATIVE' in bold, dark green, sans-serif capital letters. The bottom box is light teal and contains the word 'BRIEF' in bold, dark green, sans-serif capital letters. The background is decorated with several diagonal brush strokes in shades of green and white, and two white paperclip icons. The overall style is modern and creative.

CREATIVE

BRIEF

THE PROGRAM

Dick's new outdoor program, Boston Blue Skies, aims to get university students out into nature through city walking tours, hikes in neighboring states, bike rides, day trips to local beaches, and outdoor gear workshops.

THE

BRIEF

GOAL	Drive awareness of the Boston Blue Skies program.
TARGET	Stressed Secluded Seniors: Seniors at universities around Boston who are academically driven but don't know their post-grad plans (and are sick and tired of everyone asking about it!). They suffer from anxiety but don't take the initiative to relieve their stress by going outside. These students may be nervous about going out on their own if they don't have a friend going with them, or they may not know what places to go to or how to get there. Beyond their natural anxiety, there is an added level of pressure from finances, classes, grades, and the impending graduation date, not knowing what they will do post-grad. The unknown causes a lot of added stress for Stressed Secluded Seniors, often building up, but they want to know how to cope with their stress and anxiety in healthy ways. While Stressed Secluded Seniors are not involved in many on-campus activities, they feel like they have been missing out on a key aspect of college, and they want to find something to do in the time they have left. They're looking for weekend activities that will allow them to explore Boston and the surrounding areas before they leave. They often purchase clothing from Urban Outfitters, Under Armour, H&M, and Zara. They eat at Chipotle, Raising Cane's, and Starbucks.
CONSUMER PROBLEM	They are overwhelmed with all-consuming stress.
DESIRED ACTION	Feel like they've found an understanding community; use the program to get outdoors.

THE

BRIEF

INSIGHT	Nature doesn't ask you what your post-grad plans are.
KEY MESSAGE	When seeking an escape from university stressors, attend a Boston Blue Skies activity.
SUPPORT POINTS	<ul style="list-style-type: none">- The program brings people outside through various activities while building an accepting community.- Other brands, such as REI, have demonstrated success with gear workshops and organized trips.- Studies show that being outside decreases stress due to nature lowering the stress-hormone cortisol and heart rate.- Research shows green spaces and outdoor environments improve mental health.
MEDIA CHANNELS	<p>OOH - 40% of media budget</p> <ul style="list-style-type: none">- Advertisements will be placed on the T, in T stations, and on bus stops around college campuses in Boston. As Stressed Secluded Seniors are heading to class they will be exposed to Boston Blue Skies programs. <p>Social Media - 30% of media budget</p> <ul style="list-style-type: none">- Social media is second nature to Stressed Secluded Seniors. Using TikTok and Instagram ads, we will show students participating in various activities offered by Boston Blue Skies, demonstrating how easy it is for them to get involved, and the benefits of doing so. <p>Partnerships/Pop-Ups - 30% of media budget</p> <ul style="list-style-type: none">- Have themed events sponsored by Boston Blue Skies to increase awareness. One example is an outdoor concert for seniors in the Boston Commons. Additionally, placing pop-up tents on college campuses with brand representatives talking about different programs offered.



THANKS

FOR

READING