Prepared by:

## Project details

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| --- | --- | --- | --- |
| **Project Name** | **Due Date** | **In-Market Date** | **Marketing Rep** |
|  |  |  |  |

### **The Assignment**

### **Objectives / KPIs**

* Drive awareness of “iSupport Week” throughout the week.
* Show appreciation to Virginia Tech donors.
* Drive appreciation among Virginia Tech students - grateful for what they have

### **Target Audience**

All of our communications and messages should support our institutional value proposition:

Virginia Tech reimagines the roles of education and technology in every aspect of life to serve as a force for positive change in a world without boundaries.

**Tone – Verbal (Check all that apply)**

Choose specific personality traits of our brand to highlight will help you communicate with a consistent voice.

|  |  |
| --- | --- |
| * Inclusive * Courageous * Adaptable | * Tenacious * Earnest * Proud |

### **Tone – Visual (Mark appropriate quadrant)**

Choose the balance for your audience and communication *(edit dot placement by clicking on the image and selecting edit)*



### **Key Message**

*Should include specifics on how we reimagine the roles of education and/technology.*

### **Call To Action**

*A call to action should be a short, imperative statement that requests a specific action from our target audience.*

### **Deliverable Details**

What are the specific marketing deliverables that are needed? Please include all specifications and content needs for each item, deadlines, and any mandatory considerations.

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverable** | **Deadline** | **Specs** | **Mandatories & Considerations** |
|  |  |  |  |
|  |  |  |  |

****Copywriting Needs:**

****Production Schedule:**

****Budget**

* State funds ☐ VTF funds ☐ Other: \_\_\_\_\_\_\_\_\_
* Total budget: \_\_\_\_\_\_\_\_\_\_\_ ☐ Account Code/Activity Code if applicable:\_\_\_\_\_\_\_\_\_\_\_\_\_
* Budget/account approval:

****Project Stakeholders / Approvers**

* Stakeholders:
* Partner Colleagues:

****History/Background:**