

Prepared by:

Project details

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

The Assignment

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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

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✓ 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.

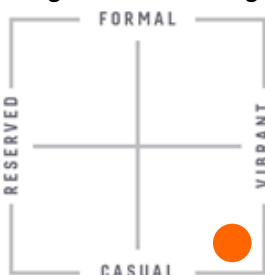
Tone – Verbal (Check all that apply)

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 |
|-------------|----------|-------|------------------------------|
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| | | | |

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:

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