



Creative Brief

Q. What is the opportunity we are trying to solve? (communication objective, communication medium)

A. Create a national MDA Muscle Walk t-shirt design that resonates with our key demographics, embodies our new brand voice, excites and entices the community to fundraise \$100 (minimum to receive a t-shirt) and raise awareness through continued wear of the t-shirt after the event.

Q. Who is the audience we are trying to reach and what do we know about them? (demographics, unifying mindset, market research)

A. MDA Muscle Walk brings communities together — donors, partners, sponsors and volunteers — to fight back against muscle disease. In past events, the majority of participants were women:

- 65% Female
- Ages 25-54
- 59% Personal Connection

Q. If the audience only remembers one thing, what should it be? (keep it short and sweet)

A. MDA Muscle Walk is a leader/relevant in the space that inspires and motivates.

Q. What is the call to action and/or desired response?

A. Inspire our audience to make/join a MDA Muscle Walk team and fundraise to meet the minimum to obtain a Muscle Walk t-shirt (\$100).

Q. What is the tone of voice/personality that should be used/conveyed?

A. Personal, motivating and inspiring

Q. What does success look like, and how will it be measured?

A. Three designs will be put up for a vote using MDA social media platforms. Success will result in a high voting turnout, positive reactions/comments and an increase in fundraising efforts. Also, the increase in t-shirt redemption rates and the decrease in opt out clicks.

Q. Are there any challenges or barriers we have to overcome for this project to be a success?

A. MDA is currently working through a rebranding. The design should feel free — no boxes and/or hard lines. The supporters who attend MDA Muscle Walks should feel proud to wear their t-shirt for meeting a fundraising goal. Some walk teams create their own themed team shirts — the participants should want to wear the t-shirt during and after the event. Previous designs have been fairly masculine; we're looking for something very creative and artistic.

Q. What are the creative requirements, if any? (logo/brand usage, creative considerations, etc.)

A. The design must:

- Include the MDA Muscle Walk logo (three options in separate attachment)
- Only be for the front of the shirt (national sponsor logos will be printed on the backs)
- Only include two colored inks
- Include the copy: "Bringing Strength to Life"
- Prefer to be on a neutral colored shirt (i.e. black, white, light gray or dark gray). These colors will lend themselves to a smooth branding transition with the logo update.

Q. What else could be inspiring, intriguing, good creative fodder for us to consider? (samples of work done well in the field or by competitors, past work, etc.)

A.

Guidance	Example
<p>We recommend using the copy as a part of the design. We encourage the copy to have some freedom and not be confined to boxes or straight lines.</p>	
<p>Graphics that are meaningful and easily incorporated with the copy is preferred. Have the graphic make sense for the event it's promoting – please see the attached backgrounder for more information on MDA Muscle Walk.</p>	