



## 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>	