

The Creative Brief

Why Are We Advertising/Promoting?

What objective are we trying to meet? (Promote an event, registration, volunteer recruitment, attend a conference) Pick one

Promote an event called Gala en Pointe.

About Our Consumer

Our target

What do we know about our target audience? (Age range, sing/married/family and other demographics, and typical behaviors) Write a paragraph on who this target audience is. **MUST INCLUDE DEMOGRAPHICS**

The target audience for Gala en Pointe is upper-class adults in the downtown Traverse City area, mostly in their 30s to 60s, often married with families. They enjoy cultural events, live performances, and community activities, and they have the means and interest to support youth arts through tickets and donations.

Moment of accelerated needs

What are we trying to get the customer to do? What problem are we trying to solve for this customer at this moment?

We are trying to get the customer to attend Gala en Pointe and support Northwest Michigan Ballet Theatre through ticket purchases or donations. The problem we are solving for the customer is giving them an opportunity to enjoy a high-quality, live ballet performance while also supporting young dancers and the local arts community in a meaningful way.

Consumer's enemy

A good brand story has a hero, an obstacle and a moral. What's the obstacle?

For Gala en Pointe, the obstacle is the challenge of balancing high-quality training and performances for youth dancers with the financial realities of running a non-profit. The company needs community support,

donations, and event attendance to continue providing professional-level experiences while keeping arts opportunities affordable and accessible.

About Our Consumer Continued...

Consumer Insights

What behaviors, inclinations, attributes do we know about our target customer (e.g. I'm a busy, 30-something mom trying to hold down a job and give my kids an experience they'll cherish. Be specific. Use emotive language. Put yourself in your customer's shoes.)

I'm a mother in my 40's working professionally living in downtown Traverse City. My daughter danced with Northwest Michigan Ballet Theatre for years, and I love continuing to support the organization. I enjoy attending elegant events where I can dress up, connect with friends, and feel part of something meaningful. I want experiences that are inspiring and memorable, and I'm willing to spend money on events that combine entertainment with giving back. It feels great knowing my support helps young dancers grow and keeps high-quality cultural programs alive in our town.

What does our target think now?

Do they know anything about your brand? How familiar/unfamiliar are they and what will it take to move them along the "I love this company" spectrum?

Our target audience is somewhat familiar with Northwest Michigan Ballet Theatre, especially if they have children who dance or have attended shows. To make them more connected to our brand we need to show the dancers' dedication, the quality of the performances, and the difference their contributions make, while giving them a memorable event experience.

What do we want consumers to do?

Attend Events? Come in for a sale?

We want our audience to attend Gala en Pointe, participate in the silent auction, or support the event by sponsoring it. Each action gives them a way to enjoy the performance while giving back to the non-profit and helping young dancers grow.

Tone that we take with our consumers.

Focus on the emotional zones your brand is trying to win.

The tone we take with our audience is warm, inspiring, and appreciative. We want them to feel connected and excited to support young dancers and the arts. Our brand focuses on creating emotional connections through joy, community, and the magic that live ballet brings to a community.

About Our Brand

Main message

A smart brief focuses on one main message, bringing the consumer benefit to life.

The Gala en Pointe is an elegant evening where community comes together to support the future of young dancers and their art.

Support points

A smart brief uses the support points to close off lingering gaps. We recommend a maximum of two support points, as more just gets confusing.

1. Proceeds from the Gala en Pointe directly support NMBT's programs and provide opportunities for young dancers to grow and train
2. Offers a memorable experience that allows guests to give back while celebrating the arts. It is engaging, so they will want to come back year to year.

Brand Idea

A smart brief uses the brand idea that organizes everything we do.

Elevating the art of giving through dance.

Brand Assets

The smart brief builds creative and strategic assets. Stay confident that you have written such a great brief, that you do not need to control the creative outcome.

- NMBTS logo and visual identity
- Event name: *Gala en Pointe*
- Imagery of dancers, pointe shoes, and elegant event settings
- Testimonials or brief impact statements from dancers or families

Media Choices to consider.

- Social media campaigns – highlight dancers and event details
- Printed materials – flyers/posters advertising the event
- Ask company and board members to spread the word and to share social posts