

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

Use the below table of contents to navigate this document:

[PROJECT OVERVIEW](#)

[DOCUMENTS AND RESOURCES](#)

[COMMUNICATIONS TIMELINE \(updated 1/5/24\)](#)

[PROJECT DETAILS & DELIVERABLES](#)

[Video Info](#)

[Deliverables - Video](#)

[Deliverables - Design](#)

[Deliverables - Marketing](#)

[FULL PROJECT TIMELINE](#)

[MEETING NOTES](#)

[PROJECT OVERVIEW](#)

Event date:	Event time:	Event location:	Event website/webpage:
February 2, 2024	TBD	DeVos (Downtown)	Presidents' Ball

Project Participants:

Name:	Email:
Leah Erben	
Kate Garrett (client)	
Jenna Mazurek (client)	
Bobby Nielsen	
Bridie Tolley (client)	

Project Summary:

Promote the 2024 Presidents' Ball to students and GV community members
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Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

Important Branding Notes:

- Colors: green and gold with purple accents
- It's "Presidents' Ball", not "President's Ball"
- "DeVos", not "Devos"
- Students were not happy with the wait time to get in last year. If we get angry comments (and we have gotten some already), let them know that we will have more security lines and the process to get inside should be much quicker

DOCUMENTS AND RESOURCES

- [Finalized design materials](#) (more elements coming soon)
- [Pres Ball Communications Plan 2024](#) (MW - outdated)
- Video
 - Art Inspo
 - [Johnny and the Sprites](#)
 - [Some guy named Josh threw an epic party](#)
 - [The Enchanted Forest \(note the lighting\)](#)
 - Music ideas:
 - [Epic Dark Music Box](#)
 - [Epic Dark Lullaby Music](#)

COMMUNICATIONS TIMELINE (updated 1/5/24)

Item:	Date:	Details:
Campus-wide Presidents' Ball email	Wed, Jan. 10	<ul style="list-style-type: none">- This is the only Pres Ball-specific campus-wide email going out this year- Will serve as theme announcement, first launch of the video, and first announcement that tickets are available-
DSA Laker Weekly: full promotional video	Thurs, Jan. 11	<ul style="list-style-type: none">- Video and button to buy tickets

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

(landscape)		
@GVSUStudentLife: full promo video (reel)	Thurs, Jan. 11	<ul style="list-style-type: none"> - Collab post with CAB and GVSU? - Link in bio to purchase tickets
@GVSUStudentLife: assorted IG stories	Week of Jan. 15	<ul style="list-style-type: none"> - Details TBD
DSA Laker Weekly: Get your tickets before it's too late!	Thurs, Jan. 25	<ul style="list-style-type: none"> - Not many tickets left (probs), last chance - Sense of urgency, last chance
@GVSUStudentLife: What to Expect Video (reel)	Wed, Jan. 31	<ul style="list-style-type: none"> - Collab post with CAB?
DSA Laker Weekly: What to Expect video	Thurs, Feb. 1	<ul style="list-style-type: none"> - Final chance to buy tickets - What to expect video (landscape)
EVENT	FEB. 2	

EVENT DETAILS

Event objective(s):	Create a fun and whimsical dinner and dance for students
Department(s) hosting event:	GVSU Campus Activities Board, Office of Student Life, and Student Senate
Registration deadline:	Tickets go on sale week of January 8, 2024
Goal amount of attendees:	
Max amount of attendees:	

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

PROJECT DETAILS & DELIVERABLES

Video Info

Audience:	GVSU Students and Faculty
Objective(s):	Inform and excite students and staff of the event (date and theme) Encourage students and staff to attend the event
Method(s) of delivery:	Social media (Youtube, Instagram, Facebook, TikTok), DSA Newsletter
Deadline(s):	Theme Announcement: -Goal to shoot early to mid December (Between 4-18) Know Before You Go -Goal to shoot early to mid January (between the 8-20)
Video details:	Theme Announcement: - - Know Before You Go -One student covering FAQs about the event
Content details:	Theme Announcement: - - Know Before You Go -What is presidents' ball? Where is the president's ball being held? -Presidents' Ball activities (dinner/dance/photo booth) -Who to bring? (Non GVSU students can come) -What to wear? (Formal wear) -Transportation? (If downtown)
Messaging/tone/style:	Theme Announcement: -Whimsical / Magical -Dark, moody, enchanted forest, greens, jewel tones, fairy lights, ivy Know Before You Go -Informative -Fun / Exciting

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

	-Still has nuances of the theme (fairy lights, whimsical)
Other notes:	

Deliverables - Video

ITEM	NOTES
Full video + Youtube Link	
Reel version of full video (for social)	
Reel abbreviated version of video (for social) (TBD - unsure whether we need this)	
What to Expect Video	
Photo booth	

Deliverables - Design

ITEM	DEADLINE	NOTES
<i>Promo: Email graphics</i>	DONE	DONE
Promo: Coloring pages	Wed, Jan. 17, 12:30 p.m.	Needed for CAB tabling event
<i>Promo: Social media graphics: main-feed save the date</i>	DONE	DONE
Promo: Pluggers	Wed, Jan. 17, 12:30 p.m.	Needed for CAB tabling event. Would be good to add a QR code to Pres Ball website.
Promo: Web Headers	Wed, Jan. 17	<ul style="list-style-type: none"> - For Pres Ball website - For Event Brite page - Would like to have these up ASAP

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

Promo: Social media graphic: main feed + theme	Fri, Jan. 19	Same design as the save the date but includes the title of the theme. Needed to send out to campus partners.
Promo: Social media graphic: IG story + theme	Fri, Jan. 19	IG story format of IG graphic with title of theme.
Promo: Poster	Fri, Jan. 19	For campus posting and such
Promo: Laker Hub Slide	Fri, Jan. 19	Will immediately follow the video. Add QR code to Pres Ball website.
Event: DJ booth wrap	Wed, Jan. 24 (hard deadline)	<ul style="list-style-type: none"> - order through Crop Marks - Ask Crop Marks to deliver directly to the venue
Event: Podium wrap	Wed, Jan. 24 (hard deadline)	<ul style="list-style-type: none"> - order through Crop Marks
Event: Landscape vinyl banner	Wed, Jan. 24 (hard deadline)	<ul style="list-style-type: none"> - Welcoming people into Pres Ball - Crop Marks - Ask Crop Marks to add grommets along the top
Event: Programs	Fri, Jan. 26	NEED INFO FROM KATIE/CAB <ul style="list-style-type: none"> - Copy Center (same order settings as last year. Heaviest cardstock. Needs white border)
Event: Signage/labels	Fri, Jan. 26	NEED INFO FROM KATIE/CAB <ul style="list-style-type: none"> - Need a list of what we need - Copy Center, maybe some in office if she wants simple foam core
Event: Reserved signage	Fri, Jan. 26	<ul style="list-style-type: none"> - Just "reserved" in our fancy font - Order through Copy Center
Event: Presentation slides	Wed, Jan. 31	NEED INFO FROM KATIE/CAB

Notes for Irlanda:

- As designs are completed, please let Leah know and [add a PNG or PDF of the design to the Google Drive folder.](#)

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

- All deadlines are by EOD unless otherwise specified

Deliverables - Marketing

<i>ITEM</i>	<i>NOTES</i>
<i>Social Media</i>	-Save The Date (graphic / photos) -Theme announcement (post video) -Reminder to bring back formal wear -Tickets on sale
<i>Newsletter</i>	-Save The Date -Theme announcement (share video) -Reminder to bring back formal wear -Tickets on sale
<i>IAs</i>	General IA promotion following winter break
<i>Website</i>	
Pres Ball script!	
Disposable cameras	
Poem story (10 p.m. surprise)	
Juicer Feed	

FULL PROJECT TIMELINE

<input type="checkbox"/>	<i>ITEM</i>	<i>DATE</i>	<i>RESPONSIBLE</i>	<i>NOTES</i>
<input checked="" type="checkbox"/>	Website Save-the-date	11/17	CAB / Web Team	

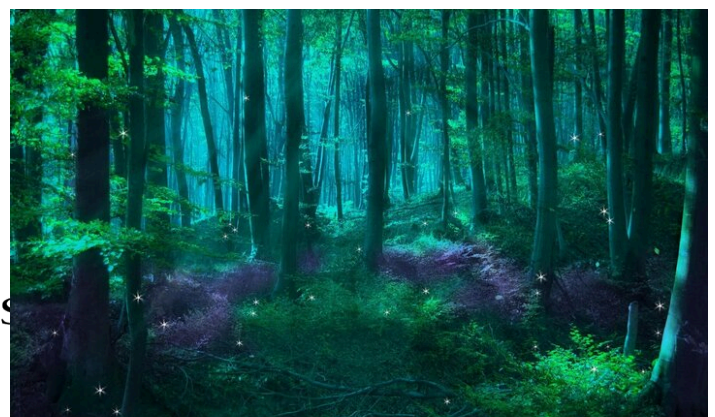
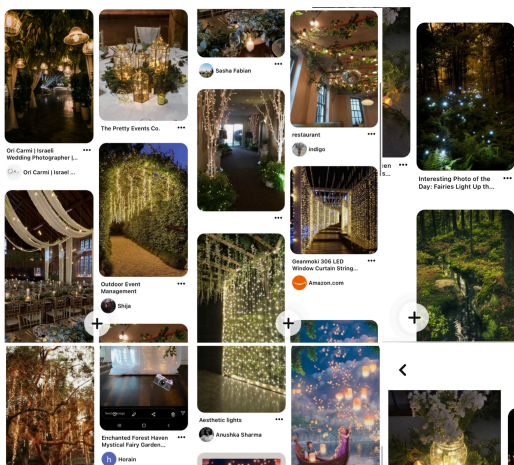
Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

<input checked="" type="checkbox"/>	Shoot Theme Announcement Video	12/4 - 12/18	Video Team	
<input checked="" type="checkbox"/>	Reminder to bring back formal wear from break	12/7 AND 12/14	DSA Newsletter Social Others: GV, Housing, AOD	
<input checked="" type="checkbox"/>	Official E-Vite to students and faculty	12/11	CAB	
<input checked="" type="checkbox"/>	Tickets on sale	Week of 1/8	CAB / Social	
<input checked="" type="checkbox"/>	Shoot Know Before You Go Video	early - mid January	Video Team	
<input checked="" type="checkbox"/>	Know Before You Go Video	1/29	Social	

MOOD BOARD IMAGES



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CAB (OSL)

Fall 2023 / Winter 2024

MEETING NOTES

Launch Meeting: 10/26/23

Leah Erben (notes), Kate Garrett, Jenna Mazurek, Bobby Nielsen Megan Wierenga

- **EVENT NOTES:**
 - When is Pres Ball?
 - Feb 10 if we have it on campus, Feb 2 if we have it in Devos (TBD)
 - If on campus...
 - Dinner in the alumni house, dance/activities in the Fieldhouse
 - Location debacle is related to money
 - If we do it downtown...
 - Maybe just heavy appetizers rather than dinner?
 - Could be theater seating and appetizers (save on centerpieces)
 - Date and location finalized ASAP
 - Keep the bar open later?
 - Theme: enchanted forest
 - Lots of green, twinkle lights
 - Tickets go on sale early January
 - **DESIGN NOTES:**
 - Dark, moody, enchanted forest, greens, jewel tones, fairy lites, ivy
 - **VIDEO NOTES:**
 - Arboretum or ravines
 - Taylor swift song out of the woods(taylor's version)

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

- Video budget: ?
- Maybe video with less story, more abstract
- Or just put together b-roll from last year (Leah hates this idea)
- Video should probably be shorter this year, more geared towards social
- OTHER MARKETING NOTES:
 - Theme will be revealed via CAB IG post first week of January
 - Need to allow buffer time for all deadlines so Pres office can review

Leah's Video Brainstorm Notes



Meeting 11/1 (Internal Marketing - Brainstorming)

- Concept:
 - Close up shots of little trinkets paying homage to past Pres Balls
 - EX: glass slipper
 - EX: roaring 20s
- **Presidents' Ball 2024: Lost in the Enchanted Forest.** *Just follow the music*
- How to incorporate Philly?
 - Rhyming voice over
 - Even when you think you're lost you're never alone
 - College is about finding your own way
 - BUT there's people here to support you!
 - Do we need to see her in the video
- Concepts:
 - Running through the forest (almost panicked, not scary!)
 - Music playing getting louder
 - Finds music box

Creative Brief

CAB (OSL)

Fall 2023 / Winter 2024

- What's in the music box?
 - [music box inspo](#)
 - Plays the GVSU alma mater
- Opening: Philly in the woods with a music box
 - Cranking the music box
 - Music plays
 - Quinton is running lost in the forest
 - Finds music box
 - Invitation to Presidents' Ball - blowing in the wind? In music box?
- What's the icon?
 - Ivy/Vines
 - Arch way in the arb
 - Bridge in the Ravines

Notes from 11/10/23 Meeting

- Goal to shoot December (between Dec. 4-18)
- By next Friday, Nov. 17 - date, friday, concept, working schedule
- Test shoot on Monday, Nov. 13



[Marketing Meeting Notes \(1/10/24\)](#)