

REVISED 11/17/20

DES 231 / Advertising / Fall 2020 / [Lori.Peck@seattlecolleges.edu](mailto:Lori.Peck@seattlecolleges.edu)

## Creative Brief: Project 3-Bike Works Non-Profit

### Expectations:

1. Your team will present for approx. :05 min on **Finals Week, Tuesday 12/15.**  
Wed Class) 9-10:30  
Friday Class) 11-12:30  
Your presentation will be recorded for the Bike Works client to review.  
There is no guarantee that Bike Works will provide feedback to your project.
2. Final Document uploaded to Google slides **See Final Doc\_example\_Local.pdf for specific details**

Friday:

[https://docs.google.com/presentation/d/1PkcXZGgymZqM\\_nKWpxDIEV03vrHG\\_mI0s1641pviDlq/edit?usp=sharing](https://docs.google.com/presentation/d/1PkcXZGgymZqM_nKWpxDIEV03vrHG_mI0s1641pviDlq/edit?usp=sharing)

Wednesday:

<https://docs.google.com/presentation/d/1FHRYIT5HpoAykwbtChr3wmJFxbmi-SkvbNQYck9m-0/edit?usp=sharing>

3. Backup packaged and emailed to [Lori.Peck@seattlecolleges.edu](mailto:Lori.Peck@seattlecolleges.edu) (1 package per team)  
Subject line in email: **BW\_Final/Wed** or **BW\_Final/Fri**

Client: Bike Works

**Problem to solve: Motivate Seattle residents to support Bike Works by either:**

1. **By becoming a volunteer**
2. **By donating money or a used bike**

**Background:** Bike Works believes that bicycles help build resilient communities.

**Support points: See <https://bikeworks.org/>**

Bike Works empowers youth through bike mechanic training, riding and leadership activities.

Donated and refurbished bikes keep used bikes out of the landfills.

Bikes are a clean, healthy transportation method.

Bike Works provides affordable bicycle services to all.

**Target audience:** Seattle Professionals that wish to make an impact in their communities.

**Mandatory elements:** Bike Works logo and website.

**Deliverables:**

Choose **1 medium** from the options in Column A **And 1 medium** from Column B

**Column A:**

A print campaign consisting of 2 full page ads for the publication of your choice

A poster campaign of 2 posters in the Seattle location/s of your choice

An OOH campaign of 2 executions in the Seattle location/s of your choice

**Column B:**

Social media execution/s for Facebook or Instagram or other platform of your choice

An Ambient execution appearing in the Seattle area

A series of 3 banner ads (sizes of your choice)

TBD- would a podcast, merch or anything else support your idea? Pitch it to me!

**Week 8 Homework:**

1. Brainstorm 15 ideas to motivate someone to volunteer with Bike Works
2. Brainstorm 15 ideas to motivate someone to make a cash or bike donation to Bike Works
3. Take your top idea from 1. and 2. and make an 8.5 x 11 sketch for each (total of 2 sketches)
4. Upload your 2 sketches onto Google slides by 9 AM Week 9\*Friday class still due even though no class

**\*Wed 11/25 @ 9-10 AM there will be a Bike Works Q&A- both Wed and Friday class should attend!**

Join Zoom Meeting <https://zoom.us/j/93142667340>

**Week 9 Homework:**

1. Take the top idea from Week 8 and expand it into 3 sketches of a campaign
2. Upload 3 sketches onto Google Slides 9 AM Week 10

**Week 10 Homework:**

1. Determine what execution you are creating from Column B and upload sketches onto Google Slides
2. Develop 2 different mood boards for your campaign
3. Upload 1. and 2. onto Google Slides 9 AM Week 11

**Week 11 Homework:**

1. Develop and begin to finalize your campaign executions
2. Practice and run through your presentation
3. Upload final document by 9 AM 12/15, send back up work to my email

**Finals Week:**

Your team will present for approx. :05 min on **Finals Week, Tuesday 12/15.**

Wed Class) 9-10:30

Friday Class) 11-12:30