CREATIVE BRIEF/COMMUNICATIONS PLAN
<PROJECT/EVENT>

PROJECT OVERVIEW

The <PROJECT> prototype will be premiering on the Innovation Stage at G2E. We will be doing an internal employee-only tournament a few weeks prior to the show and need to make employees aware of the event, its location, its date/times, as well as the opportunity to participate in an ongoing employee research panel for new prototypes/products and also remind them as the date nears.

OBJECTIVE(S)

- Generate awareness of and enthusiasm for <COMPANY>'s latest innovation and the opportunity to try it out
- Do a trial run of moving/setting up/running the system to identify and resolve any issues prior to the show
- Gather employee feedback and develop a channel for gathering their feedback on future prototypes/products

TARGET AUDIENCE

- <COMPANY> employees (local or visiting) at <LOCATION> on event date
- Non-employees are NOT eligible

KEY MESSAGE POINTS

- Mark your calendars / Save the date / All-day drop-in basis
- Be a Winner - Roam on over to the cafeteria on <DATE> for your chance to win the race to the top of the leaderboard and the grand prize (TBD), while you preview what's being shown on <COMPANY>'s Innovation Stage at G2E
- See how special new elements work some magic and give the <PROJECT> prototype a significant edge over what's currently on the market, making a tournament a play experience to look forward to on its own…and not just for the potential winnings
- Special employee-only preview of <COMPANY>'s first step into a 360-degree ecosystem that keeps players engaged and excited to play
- Be "in the know" before it goes
  - Give us two minutes of your time and your two cents' worth
  - Want to give you some insider insight and get your feedback before G2E
  - Join our insider research panel for more opportunities to offer your feedback on future new products

MESSAGE TONE

Intrigue	Excitement	Anticipation	Conspiratorial ("insider insight")
Playful	Appeal to Desire to Contribute to Success		Conversational

COMMUNICATION VEHICLES & TIMING

Date Required	Responsible	Vehicle	Details
<DATE2>	MarComm	Video Screens (throughout building)	Save the date <DATE> <PROJECT> Logo Teaser on prize Where to get more info
<DATE4>	MarComm	Video Screens (throughout building)	Immediate call to action to stop in to all-day event
<DATE1>	MarComm	Landing/Info Page w/URL	Include full details
<DATE RANGE> (display am <DATE3> at latest)	MarComm (need to ID who coordinates/authorizes placement on tables)	Table Tents for Cafeteria	Save the date <DATE> <PROJECT> Logo Teaser on prize Where to get more info
<DATE RANGE> (display am <DATE3> at latest)	MarComm	Posters & Electronic "Flyer" Version	Anticipated placement? (electronic for Yammer, e-mail teaser, etc.)
<DATE3> (for set-up night prior)	MarComm	Signage for Actual Tournament Event	Sneak Peek Here! Enter Now for a Shot at This Prize (TBD)

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<DATE3> informational <DATE4> reminder	MarComm	E-mail to all Las Vegas Staff	Special issue or maybe from Rich? Include full details
<MONTH>	Product Team	Yammer Postings	Post teasers, "flyer", etc.
<DATE2> To test prior to event	Product Team/Research	Online Survey	Research questions Unlimited comment entry field Name & Title to ID who is submitting so can check off list and follow up if needed
<DATE3>	Product Team	Postcard/Hand-out for Participants (or could do paper survey right after play)	Communicate - feedback survey link - how to sign up for insider research panel
<DATE3>	Product Team	Sign-in sheet	Need record of who played to follow up on survey

REQUIRED ELEMENTS

- <COMPANY> Logo
- <PROJECT> Logo
- Date & Location

PROJECT OWNER/APPROVALS

Name   E-mail
Department   Phone
Location

COMMUNICATIONS CONTACT

Name   E-mail
Department   Phone
Location