

## Creative Brief

**Sponsor:** The National Wildlife Federation

**Product Category:** PSA

**Creative Strategy Statement:** To encourage college educated 18-24 that the National Wildlife Federation will preserve the environment for future generations because of the public's continued involvement with the Ecoleader program.

### 1. Target:

- **Persona:** Emma, a sophomore college student from James Madison University. She studies Biology, enjoys being outdoors and working out.
- **Demographic:** 20 year old female, single and college educated. She has an on campus job where she gets her spending money. Her parents help her pay for tuition.
- **Geographic:** Mid-Atlantic region
- **Psychographics:** She is a member of Club Tennis and works out at least four times a week. She is mindful of environmental issues, but doesn't know how to help the situation.

**2. Current mindset:** The target knows about the National Wildlife Federation through the Ranger Rick publications they were introduced to as kids. The target is also aware that the Federation aims to protect and advocate for wildlife.

**3. Desired Mindset:** We want the target to know the National Wildlife Federation's mission, key concerns in their area, and ways to get involved.

**4. Competitors and their mindset:** Sierra Club, WFF, Nature Conservancy, and other nonprofit environmental organizations. These competitors all aim to better the environment we live in. Goals

include passing acts that protect clean air, water, and endangered species. Other goals include raising awareness and money for various projects to help land and wildlife.

**5. Creative Strategy Statement/ Big Idea/ Consumer Promise:** To encourage college educated 18-24 year olds that the National Wildlife Federation will preserve the environment for future generations because of the public's continued involvement with the Ecoleader program.

**6. Evidence:**

- The NWF's Ecoleader Program gives college students ways to get involved in their local community through various projects related to improving the environment.
- They take efforts to keep waterways clean and to protect endangered species.
- People can get involved with the NWF through donations, volunteering, adopting wildlife, and subscribing to NWF publications.
- The NWF gives opportunities for children to enjoy the outdoors which is proven to boost health and attitudes.

**7. Tone:**

- Informational
- Upbeat
- Serious

<b>DATE:</b>	<b>10/07/2018</b>
<b>SPONSOR:</b>	<b>The National Wildlife Federation</b>
<b>RE:</b>	<b>60 Radio Spot- "PSA"</b>
<b>NARRATOR 1:</b>	<b>HEY DO YOU REMEMBER TAKING THAT FIELD TRIP IN THIRD GRADE TO THE PARK? GETTING YOUR HANDS DIRTY? TURNING OVER ROCKS TO FIND THE COOLEST BUGS?</b>
<b>SFX:</b>	<b>(OWL NOISES UNDER AT "POCONOS")</b>
<b>NARRATOR 1:</b>	<b>OR HOW 'BOUT THAT FAMILY CAMPING TRIP IN THE POCONOS? YOU SAID YOU ATE SMORES UNTIL YOU GOT SICK AND YOUR FAVORITE PART WAS LISTENING TO THE OWLS WAY PAST YOUR BEDTIME?</b>
<b>SFX:</b>	<b>(CHILDREN LAUGHING UNDER AT "SNOW DAYS")</b>
<b>NARRATOR 1:</b>	<b>OOOO AND SNOW DAYS, YOU WOULD GET SO EXCITED TO HAVE NO SCHOOL? GOING TO THE PARK AND SLEDDING DOWN THE BIGGEST HILL WAS THE BEST</b>
<b>SFX:</b>	<b>(WATER NOISES UNDER AT "KAYAKING")</b>

**NARRATOR 1:**

**OH! OR THAT TIME IN HIGH SCHOOL WHEN YOU WENT  
KAYAKING WITH ALL YOUR FRIENDS IN THE CHESAPEAKE  
IT WAS SO HOT SO YOU JUST JUMPED IN**

**NARRATOR 2:**

**THE NATIONAL WILDLIFE FEDERATION BELIEVES  
MEMORIES LIKE THESE SHOULD BE PROTECTED.  
JOIN US IN GETTING INVOLVED THROUGH THE  
ECOLEADER PROGRAM.**

**OVER SIX HUNDRED COLLEGE CAMPUSES ARE ALREADY  
PARTICIPATING IN PROJECTS RELATED TO COMMUNITY  
GARDENS, CLEAN WATERWAYS, AND SUSTAINABLE  
LIFESTYLES.**

**IMAGINE IF YOU COULDN'T EXPERIENCE A CHILDHOOD  
WITH NATURE ALL AROUND YOU.**

**DON'T LET FUTURE GENERATIONS MISS OUT ON LASTING  
MEMORIES.**

**FOR MORE INFORMATION VISIT THE NATIONAL WILDLIFE  
FEDERATION AT W-W-W DOT N-W-F DOT ORG.**