



Client: Impact HUB Peoria
Creative Team: Kristin Kreher
Project Deadline: Dec. 17, 2013

An advertising campaign for Impact HUB targeted at Peoria college students. Executions consist of a creative brief, two print ads, two radio ads, and an out-of-home ad.

**“GOODBYE
COLLEGE.
HELLO
PROFESSIONAL
WORLD.”**



CREATIVE BRIEF

1. Communication Objective

Our communication objective is to increase awareness among college students of HUB Peoria and the services it offers. We hope to attract individuals concerned with the community around them by emphasizing HUB's commitment to bringing about positive change.

2. Target Audience

Our target audience is comprised of college undergraduate students, graduate students, and recent graduates in the Peoria area. This includes both males and females between the ages of 18 and 24. The families of these students are part of the middle-class, but the students themselves have limited discretionary income because they work to cover college expenses. These students are looking to start their own businesses, and they have the desire to create positive change in the community. They are determined, ambitious, and highly innovative. Additionally, these students are very enthusiastic, and they thrive in group settings. Our targets invest their time and money carefully, so they must be provided with strong evidence before they commit to any activity.

3. Key Insights

Just like the leaders at HUB Peoria, many college students wish to create positive change in the community. They have a wealth of innovative ideas but do not know how to execute them. Although they believe in their ideas, these students worry about being heard and respected by professionals, as they are fairly inexperienced in the industry. They have a business mindset and the initiative to drive their ambitions to success. Currently, they do not have the money or the resources needed to start a business.

4. Big Idea

Do good. Do well. HUB Peoria wants to help college students make a positive impact on their communities by providing them with the resources and collaboration necessary for starting their own businesses. HUB wishes to promote positive change in society while working with students to push their business initiatives to success.

5. Why This Will Work

College students are full of innovative ideas that they wish to implement into the world around them. By making them aware of and giving them the means to put these ideas into action, HUB Peoria will help them to achieve their goals. This campaign will work because it uses our key insights about the target audience to bring our message directly to the students in a way that will make them want to get involved. Many of the students may already be looking for the services that HUB Peoria offers; we will deliver to them exactly what they need. HUB provides entrepreneurs with meeting rooms, global networking, and workshops for learning business practices such as web design and company organization.



COPY HEAVY PRINT AD

Format: Tri-fold brochure

Headline: *DO GOOD. DO WELL.*

Subhead: Let Impact HUB provide you with the means to launch your successful business and inspire positive change in the Peoria community.

Section one headline: *We're here to hear you.*

Body copy: You have the drive, the ambition, and the desire to make an impact on your surroundings with a new business. Now, you just need the response from professionals. Impact HUB is here to give you that response. We will connect you to professionals in various industries that will listen to your ideas and guide you in the right direction for executing them. At Impact HUB, you will find the respect you deserve, and you will have the voice to make yourself heard.

Section two headline: *You bring the idea. We'll bring the resources.*

Body copy: With a variety of services, Impact HUB can help you build your business initiative and drive it to success. We provide you with an open-concept meeting location and a professional atmosphere for business communications. Additionally, we host events and workshops to help you expand your knowledge and the skills you need to make your business flourish. Through our network, we will help you find financial backing to launch your own company and make a positive impact on your surroundings.

Section three headline: *Help our community help yours.*

Body copy: At Impact HUB, we want to make a difference. We routinely work with entrepreneurs who wish to improve the lives of those in their communities. By offering a global network of collaborators, Impact HUB helps you make the connections you need to not only ensure the success of your business, but to reach out and inspire change in the community as well.



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Call to action: *Get involved at Impact HUB today!*

Body Copy: Learn more about Impact HUB by calling us at (309) 839-0586 or by visiting our website at impacthubpeoria.net. Feel free to stop by for a tour of our facilities at 919 South Matthew Street, the location of the former Blaine-Sumner Middle School.



COPY LIGHT PRINT AD

Format: Newspaper ad in the Bradley Scout (to reach Bradley students) and Peoria Journal Star (to reach other college students in Peoria)

Headline: Goodbye backpack full of textbooks. Hello briefcase full of opportunities.

Copy: Impact HUB will help you fulfill your ambition of launching a business to create positive change in the Peoria community. Call us at (309) 839-0586 to learn more about our facilities, meeting rooms, instructional workshops, and professional networking opportunities.



60-SECOND RADIO AD

Title: "Goodbye college, hello world."

Distribution: Peoria radio stations, during the early morning commute

SFX: (Pleasant-sounding alarm clock)

CHARACTER A: (*Waking up, groaning as if stretching while getting out of bed, voice of a college male*) Ughhhhh...

SFX: (Making coffee)

CHARACTER A: (*Slightly stressed*) Oh man, I have an accounting quiz today!

SFX: (Paging through a notebook)

CHARACTER A: (*Studying, muttering, muted and fades behind other sound effects and narrator*) Market equilibrium is...

SFX: (Keys jangling, car starting, character driving to school)

NARRATOR: (*Voice of a commanding woman, straight to audience*) Are you sick of your morning routine?

TEACHER: (*Lecturing in class, somewhat muted*) When does market equilibrium occur? Yes?

CHARACTER A: When supply equals demand.

NARRATOR: (*To audience*) Do you sit through class wishing you could make an impact in the Peoria community?

CHARACTER A: (*Talking quietly to friend while teacher lectures in the background*) Psst...what if we created our own supply to meet demand?

CHARACTER B: (*Female college student*) What do you mean?

CHARACTER A: (*Excitedly*) We could start our own business? (*Hesitantly, a little discouraged*) But...we don't have any experience. I wouldn't know how to....

NARRATOR: Impact Hub will help you say, "Goodbye college, hello professional world!" Located in Peoria's South Side, we help launch your business and create positive change in the community. You demand it, we'll supply it. Impact HUB offers meeting rooms, educational workshops, and networking opportunities to help you succeed. (*Changing tone to more upbeat*) So ditch that morning drag and wake up to a new life. Learn more at impacthubpeoria.net.

SFX: (Short, two second signature tone for the company)

Word Count: 13



30-SECOND RADIO AD

Title: "Now What?"

Distribution time: Middle of April – End of July (aka graduation season)

SFX: (Pomp and Circumstance playing, sound of students filing into an auditorium and sitting down.)

CHARACTER A: *(Nervous, mumbles under breath)* No...NO! Don't call my name!

CHARACTER B: What's the matter?

CHARACTER A: *(Exasperated)* I'm not ready to graduate!

CHARACTER B: What about your idea to start a community outreach business?

CHARACTER A: *(Hopelessly)* I can't do it by myself.

NARRATOR: Enter: Impact HUB Peoria. Impact HUB Peoria can help launch your business and create positive change in the Peoria community. We have meeting rooms, workshops, and networking opportunities to help you succeed. Learn more at impacthubpeoria.net.

CHARACTER A: Impact HUB is just what I need.

NARRATOR: *(Challengingly)* You have the diploma, now what?

SFX: (Short, two second signature tone for the company)

Word Count: 78



OUT OF HOME AD

Format: Out-of-home Ad

Distribution: Painted on faces of steps leading to academic buildings and in academic buildings on Peoria college campuses

Copy:

Take the steps you need.
Launch your business.
Create positive change.
Visit impacthubpeoria.net
Do well. Do good.
[logo at the top of stairs]

Example:

