

Creative Brief

Project Name: Bringing Back the \$5 Challenge

Purpose of the Project: Bring the annual \$5 Challenge back to the community's attention and encourage local spending

Budget: \$100/post in months without event ad spends

Objective: Digitally promote shopping local, especially in a time when local businesses need extra support. Encourage each Brandon family to spend \$5 in the community each week that they would usually take elsewhere.

Target Audience: Brandon/Valley Springs area residents/shoppers.

Voice: Chamber of Commerce Member Support. Generally supportive and optimistic

Message: Look at how much support you've already given! Keep going!

Mediums: Facebook, Twitter, Instagram, Email/Newsletter, Chamber Inside Brandon Magazine

Scheduled Promotion Date: May through June 2020

Final Approvals Required: Executive Director/Marketing Chair
Given 5/6/2020.

Sample Graphics on next page.

LOOK HOW FAR WE'VE COME!

1ST QUARTER TOTAL: \$826,800



LET'S MEET THIS GOAL TOGETHER!



\$5 A WEEK IS THE COST OF YOUR MORNING COFFEE!

SO, WHY NOT BUY IT LOCALLY?

