

Creative Brief

Project Name: Support the Herd

Purpose of the Project: Increase visibility for LGBTQ+ local business owners

Cost: \$1000 total

Objective: Digitally promote & financially support in a small way the local business owners that may be suffering due to covid-19.

Target Audience: Sioux Falls area residents/shoppers.

Voice: Support from Pride of the local community.

Message: Support the Herd! Participate in our local business giveaways by sharing content!

Mediums: Facebook, Twitter, Instagram, Facebook live

Scheduled Promotion Date: May through June 1, 2020, weekly, daily for the month of June

Final Approvals Required:
Board of Directors/Committee
Given in May 2020

SAMPLE ART ON FOLLOWING PAGES

Insta Stories:



Insta Posts:



Facebook:



Twitter:



Live Giveaways:

Vishnu Bunny

<https://www.facebook.com/SiouxFallsPride/videos/672252870255284/>

Dells Theatre

<https://www.facebook.com/SiouxFallsPride/videos/590265341619117/>

Storyteller Media

<https://www.facebook.com/SiouxFallsPride/videos/2483591025287242/>