



**VILLANOVA**  
UNIVERSITY

## **Villanova University—Marketing Creative Brief**

**Project:**

**Please indicate your audience(s)**

**Alumni**

**Current Students**

**Donors**

**Event Attendees**

**Faculty and/or Staff**

**Guidance Counselors**

**Neighbors**

**Parents/Families**

**Prospective Undergrad Students**

**Prospective Grad Students**

**University Partners**

**Other**

**What is the singularly focused point you want the audience to remember?**

**What are the objectives/goals of your piece?**

**What do you want the audience to do?**

**What is the overall tone you'd like to convey with your project?  
(e.g. academic, professional, inviting, celebratory, focused)**

**If images will be used in your project, what types of images should we look for?**

**What, specifically, should be avoided when designing this piece?**

**What does success look like for this project? (e.g. general awareness, increased registrations, increased enrollment)**