

Prepared by:

## Project details

Project Name	Due Date	In-Market Date	Marketing Rep

### The Assignment

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### Objectives / KPIs

- Drive awareness of “iSupport Week” throughout the week.
- Show appreciation to Virginia Tech donors.
  - Drive appreciation among Virginia Tech students - grateful for what they have

### Target Audience

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All of our communications and messages should support our institutional value proposition:

Virginia Tech reimagines the roles of education and technology in every aspect of life to serve as a force for positive change in a world without boundaries.

### Tone – Verbal (Check all that apply)

Choose specific personality traits of our brand to highlight will help you communicate with a consistent voice.

- Inclusive
- Courageous
- Adaptable
- Tenacious
- Earnest
- Proud

### Tone – Visual (Mark appropriate quadrant)

Choose the balance for your audience and communication (*edit dot placement by clicking on the image and selecting edit*)



## Key Message

*Should include specifics on how we reimagine the roles of education and/technology.*

## Call To Action

*A call to action should be a short, imperative statement that requests a specific action from our target audience.*

## Deliverable Details

What are the specific marketing deliverables that are needed? Please include all specifications and content needs for each item, deadlines, and any mandatory considerations.

Deliverable	Deadline	Specs	Mandatories & Considerations

## Copywriting Needs:

## Production Schedule:

## Budget

State funds     VTF funds     Other: \_\_\_\_\_

Total budget: \_\_\_\_\_     Account Code/Activity Code if applicable: \_\_\_\_\_

Budget/account approval:

## Project Stakeholders / Approvers

- Stakeholders:
- Partner Colleagues:

## History/Background:

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