



# The Creative Brief

## 1. Target Audience(s)

Whom do you want to reach with your communication? Be specific.

- Teens newly diagnosed with epilepsy
- People who come into daily contact with teens with epilepsy (e.g., friends, families, schoolmates, employers)
- Teens with epilepsy

## 2. Objective(s)

What do you want your target audiences to do after they hear, watch, or experience this communication?

To facilitate dialogue about epilepsy to:

- Reassure newly diagnosed teens that they are part of a larger group who understand and are making the best of it
- Sensitize others to the realities of living with epilepsy and show how they can be helpful
- Reinforce decision making options among teens with epilepsy who choose to talk with others about their experiences (e.g., model communication and coping mechanisms)

## 3. Obstacles

What beliefs, cultural practices, pressure, misinformation, etc. stand between your audience and the desired objective?

- Misperceptions about epilepsy
- Experience of teens/reactions of others (e.g., previous experience with disclosing information, having seizures in public)
- Fear
- Discrimination
- Isolation/depression/frustration
- Discomfort with dependence on parents
- Anger/resentment
- Price of disclosure (e.g., potential embarrassment, appearing different from peers)
- Developmental processes of adolescence in general (e.g., formation of self



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image by comparison with peers, desire to be independent, need to conform with peer group)

## 4. Key Promise

Select one single promise/benefit that the audience will experience upon hearing, seeing, or reading the objective(s) you've set?

Open communication about epilepsy will break down barriers and enable teens with epilepsy and others to live together better

## 5. Support Statements/Reasons Why

These are the reasons why the Key Promise/Benefit outweighs the obstacles; the reasons that what you're "promising"/promoting is beneficial. These often become the messages.

Focus groups showed that:

- Teens want others to know about and understand epilepsy
- Teens want vehicles for sharing stories/other experiences
- Teens want information available at schools and other group settings
- Teens don't want to be solely responsible for educating others about epilepsy and what it is like to live with the condition
- Teens said information/encouragement would have been helpful when they were newly diagnosed

Literature review demonstrated that there are psychosocial consequences for hiding one's condition and not talking with others about epilepsy and their experiences

## 6. Tone

What feeling or personality should your communication have? Should it be authoritative, light, emotional...? Pick a tone.

- Empowering
- Respectful
- Hopeful
- Warm



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- Age appropriate—from the adolescent view point

## 7. Media

What channel(s) or form will the communications take? Television? Radio? Newspaper? Poster? Point-of-purchase? Flyer? All of the above?

- Documentary video/facilitator's guide
- Parent's brochure
- Tip-card/notepad
- Resource guide

## 8. Openings

What opportunities (times and places) exist for reaching your audience?

- Schools (during and after)
- Affiliate activities and meetings
- Internet (banner ads and chat rooms)
- Local media
- Community centers and other community settings
- Churches
- Boys/girls Clubs
- Sports organizations
- Publications read by teens, e.g., Seventeen
- EF's Parent Network
- PTA
- Entertainment media

## 9. Creative Considerations

Anything else the creative people should know? Will it be in more than one language? Should they make sure that all nationalities are represented? Etc.



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- Teens with epilepsy should continue to play a role in the development of the documentary
- Materials should be complementary and not duplicative of EF products
- Consider opportunities to promote EF and other services/products
- Length—consider 7 – 10 minutes?
- Should include a facilitator's guide
- Interactive (stop and start)
- Video should be able to stand alone or be used with facilitator's guide
- Materials will be targeted to/feature adolescents with moderate to well controlled epilepsy. Therefore, facilitators guide and video should note that this product may not reflect every teen's experience
- Include diversity when selecting teens, if possible

**NOTE:** All creative Briefs **must** be accompanied by a page summarizing the background situation.

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