



ZOLL®

Creative Brief Overview

International Marketing Meeting

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The key to a better brief is simple



There is NEVER too much detail!

The more you know.....

- *The more we know, the more we will not have to question on what we need to complete the project*
- *If you don't know...Then we don't know*
- *The more back and forth to fill in holes in the brief the slower the process moves on your delivery of final files*



Keys to include on all briefs

- Dimensions: (be mindful of Metric and Imperial measurements) **ALWAYS double check with your vendor** to be sure these are accurate before submitting project
- Who is the job speaking to
- Provide examples if possible
- Make sure your **copy is thoughtful** and has established **hierarchy** so that the reader gets the **importance of your message** and not just given info
- Translations upfront: Languages all have different length of copy and this will effect design and we need to know how much space to account for this.



Notes:
Target Audience:
Purpose/Goal:

Things to consider

Research Your Audience

The success of any videos, rests on your understanding of your target audience.

*Unless you have a firm understanding of who your audience are, you are going to have a hard time creating a video that **appeals and engages them**.*

DO NOT submit a brief just to get it in!

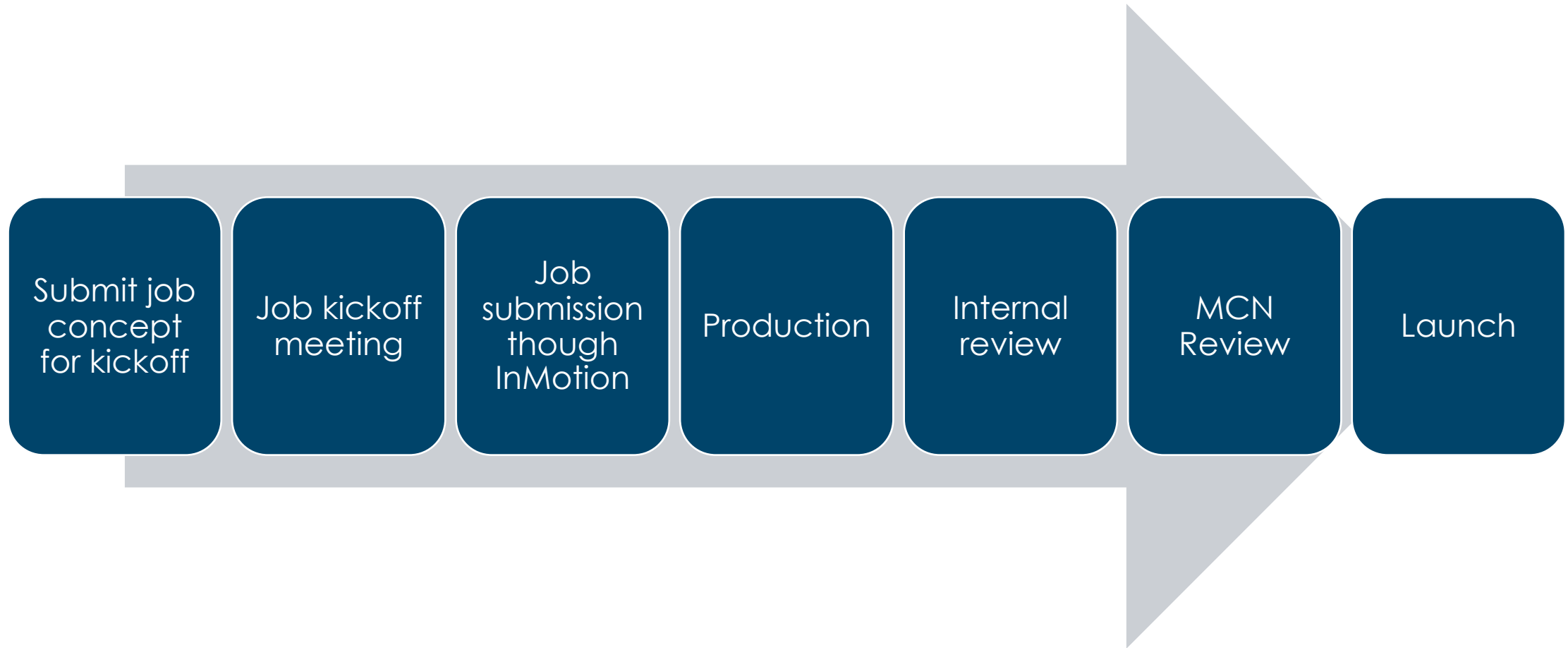
Getting a brief submitted does not get you in the system. The brief needs to be thorough and complete with all pertinent information to get approved for the CS team to begin production

What is the lifespan of your project how else can it be transmitted

- *Think about how long is your message relevant*
- *Think about how to leverage your message further with social media outlets*



Job launch process



The Birth of a Brief





Briefing ERC 2019
Ljubljana, Sept 19, 20, 21

ZOLL®



ERC 2018- General Information

Name: ERC	Venue: Ljubljana Exhibition and Convention Centre Dunajska cesta 18, 1000 Ljubljana, Slovenia www.ljubljanafair.com	Booth: D8-D9-D10, E8, E9, E10	Hotel: Intercontinental Hotel	Visitors: 600 -800
Date: 19, 20, 21 Sept 2019				
Set-up: 17/09 and 18/09 from 08:00-20:00 Deconstruction: 21/09: 16:00-00.00 Exhibition hours: 19/09: 08:15-18:00 (The English part starts at 13:00) 20/09: 08:15-18:00 21/09: 08:15-15:45				
ERC Message: Controversies in Resuscitation ZOLL Message: Focus: <ol style="list-style-type: none">1. ZOLL Data Management Solutions2. High Quality CPR3. Pediatrics			Products: <u>-AP</u> <u>-X-series</u> <u>-R-series</u> <u>CodeWriter</u> <u>CaseReview</u> <u>-ResQPOD</u>	
Promotional opportunities:				
Goal: Engaging people to experience the ZOLL innovations and technologies on our stand by rotating them on our activities				



ZOLL Lunch Symposium ERC

- General theme ERC congress: Controversies
- ZOLL will organise a lunch symposium about data debriefing
- Title of the symposium: “Turning data into something good”
- Date: Friday, Sept. 20
- Time: not yet known
- Room: not yet known
- Speakers:
 - Ramon Sour, Operational Manager Cardiac Care Unit -20m
 - Paul Fells, NEAS
- Audience: Physicians, nurses, paramedics (80% hospital and 20% EMS)
- Copy: will follow



Graphical design idea

- Controversial design
- Future based and data based



- The MATRIX movie as a basic idea
 - **Why?- it's about data, it's about future.** Controversial would be the use of data and that ZOLL uses data for a good course, debriefing.



What items do we need for this?

1. An electronic invitation for the ZOLL lunch symposium that can be sent out via email (Eblast) with landing page and post back message. in the invitation there should be a link to a landing page in English where people can subscribe for the symposium with the following content:

Please register below for the ZOLL lunch Symposium: Turning Data into something Good"

- Last name
- First name
- Email
- Title
- Institute
- Country
- Would you like to receive the PPT from the Lunch Symposium afterwards as well as future educational information from ZOLL?

2. An invitation for the ZOLL lunch symposium that can be uploaded in the ERC program app

3. A flyer with similar design that we can print locally with the text: Wanna receive today's presentation? Please fill out your data below

- Last Name
- First Name
- Email
- Title
- Institute
- Country
- Would you like to receive future educational information from ZOLL?



Some ideas



Maybe make something similar with the title of the symposium and I would use the ZOLL colors instead of green, make it ZOLL blue..



Matrix theme



Add Neo somewhere in the design



Instead of Matrix make it ZOLL



How A Good Brief Comes to Life



The InMotion request

Project Request

Contact Email: shundscheid@zoll.com

Design turn-around is 2 weeks to first concept. Web turnaround is a minimum of 2 weeks to completion. Please allow time for copy, design and MCN.

MCN Number: ☐ New ☐ Existing

- ☐ Direct Mail ☒ Email Marketing Campaign ☐ Image Retouching ☐ iPad app ☐ Landing Page Only ☐ Print Ad
☒ Print Materials ☐ Social Media ☒ Tradeshow ☐ Animation ☐ Web Banner ☐ Website Content
☐ YouTube ☐ Quiz Request ☐ Video

Email Marketing Campaign

* Deploy Date: 09/05/2019

* Source Code: IHERClunch0919

* Target Audience: Physicians, nurses and paramedics

* List: In-house

* Exact Hubspot list names: All Hospital lists

* Purpose: (In addition to lead-gen, is this email to inform? Persuade? Remind? Please be specific.)

The purpose is for people to subscribe for our symposium as well as to get people interested in our educational information for future opportunities

List of Templates: HOS - EVENT - TRADESHOW

List of Widgets: WIDGET - GIF

* Email Subject Line: ZOLL at ERC 2019

* Image: ☐ Existing ☒ New

Please describe:

Matrix movie idea, see briefing attached

* Text on Image: Data Solutions

* Body Copy:

What is the main message you want to say? Keep it brief, between 50 and 125 words, no more, no less. Additional details can be on the landing page.

Emails between 50 and 125 words have the best response rates at just above 50%.

The copy will need to be written, however in the light of time I would already like to start with the graphical design

* Call-To-Action Copy: Register ZOLL symposium

Landing Page Information

* Does the landing page expire? ☒ Yes ☐ No

Date: 09/30/2019

* Source Code: IHERClunch0919

Leads to go into Salesforce: ☒ Open ☐ Closed

Do you need a redirect? ☐ Yes ☒ No

List of Templates: HOS/THS - EVENT

* Image: ☐ Use same as eBlast ☒ New

Please describe:

Same idea as on the eBlast, Matrix kind of idea

Text on the image: -

Body Copy: (Elaborate on email copy. Provide minimum 100 words)

Please register below for the ZOLL Lunch Symposium: "Turning Data into something Good".

Last name
First name
Email
Title
Institute
Country

Would you like to receive the PPT from the Lunch Symposium afterwards as well as future educational information from ZOLL?

Headline: (Same as the email headline)

ZOLL at ERC

Notes: (Explain in more detail why you want to send the email, what you want the reader to know or additional details about the product, service, or event.)

Post Back Copy

Post Back Copy Format: ☐ On landing page ☒ On new postback page

Post Back Copy: (Example: Thank you for your interest. You will receive your copy (fill in the offer). Visit our website for more information on XXXX (fill in).)

Thank you for your subscription. We are looking forward seeing you at ERC.
Visit our website for more information about our data solutions.

Automated Follow Up Email Copy:

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Tradeshow

If there are specific deadlines you need to meet, please explain in the notes section.

Show Name: ERC

Show Location: Ljubjana, Slovenia

* Show Start Date: 09/19/2019

Production House: local

- ☐ 11 X 17 Giveaway Sign
☐ 24 X 32 Poster
☐ 34.5" X 88.875" Vivo Banner Stand Graphic
☐ 44.5" X 90.75" Light Box Graphic
☐ 42" Monitor
☐ 19" Monitor
☐ 3D Rendering Included
☐ Stand alone roll banner
☐ Roll banner as part of a set
☐ Back wall graphic
☒ Other -

Translations: ☐ Yes ☒ No

Copy: (or attach file(s) below)

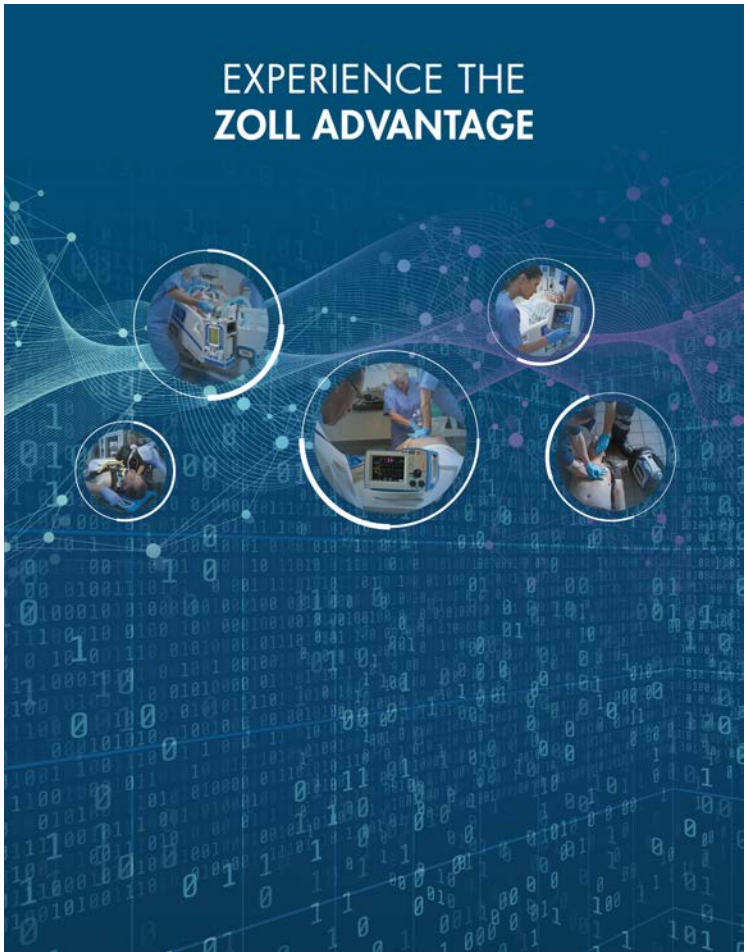
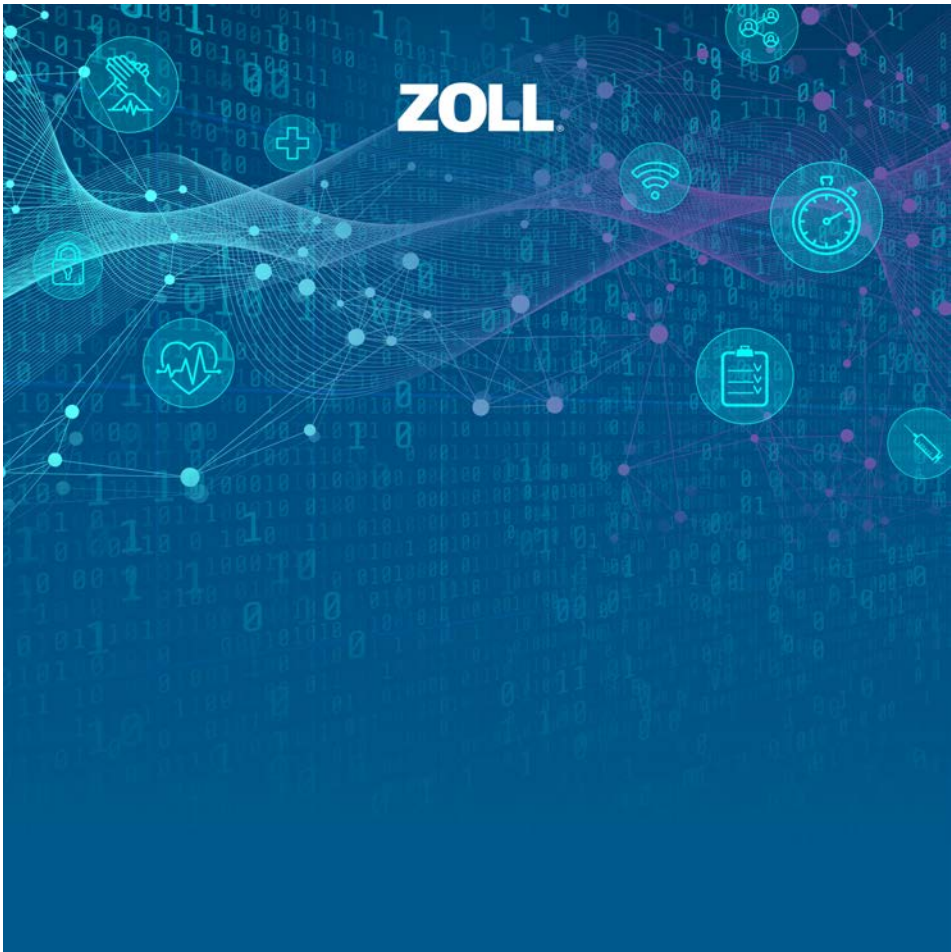
Wanna receive today's presentation? Please fill out your data below

Last Name:.....
First Name:.....
Email:
Title:.....
Institute:.....
Country:.....
Would you like to receive future educational information from ZOLL? yes/ no



From Brief to Booth and Beyond

ERC 2019 Booth



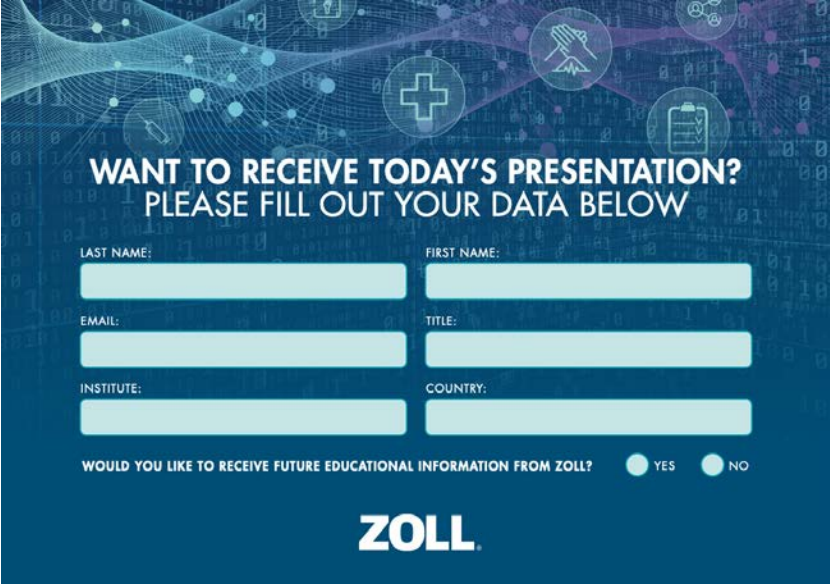
ERC 2019 Deliverables



Activity Card



Lunch Flyer



Info Card



How did this all happen?



**Excellent upfront thorough information
and great collaboration!**



Questions?

