

THE RICHARDS GROUP CREATIVE BRIEF

People don't like advertising. People don't trust advertising. People don't remember advertising.
How will we engage them?

Why are we advertising?

To incite a sense of anticipation for *the epicenter* of Choctaw culture.

Whom are we talking to?

The Choctaw Proud. They're tribal members and those closely connected to the Nation. They know the Choctaw story and are proud of what the Nation has built (see: businesses, infrastructure, casinos, etc.). However, they worry about their *culture* living on. They want to way to future-proof the Nation's legacy and assure that it is on a trajectory to positively influence generations to come.

What do they currently think?

"I already know the Choctaw story and I do what I can to share it with others."

What would we like them to think?

"I am proud that there is finally a place where people can come together to celebrate the Choctaw culture. There's so much rhetoric out there that says the Choctaw *existed*, but we *exist!* The culture is alive and well— this is the place where our story will come to life and empower the next generation of Choctaw leaders."

What is the single most persuasive idea we can convey?

The next step in the Choctaw journey begins here.

Why should they believe it?

The beautiful center will serve as a gathering place for the Choctaw community. Its interactive educational exhibits, archives, and art gallery will tell the Nation's story. The living village, stickball field, language center, and a cafe serving Choctaw-inspired meals will bring the culture to life and leave a lasting impression on all who visit.

When and where is the target most receptive to our message?

Choctaw Labor Day Festival

Are there any creative guidelines?

Deliverables: Choctaw Cultural Center logo, edit the fly-by video to run on either side of the main stage during the festival, digital "posters" to display throughout the festival, and a landing page for more information

CLIENT	JOB NO.	CLIENT	PLANNER	CREATIVE	BRAND MGR	MEDIA
CHOCTAW NATION OF OKLAHOMA		SH	KM/KD		RC/TA	
JOB TITLE	DATE					
	07/12/19					