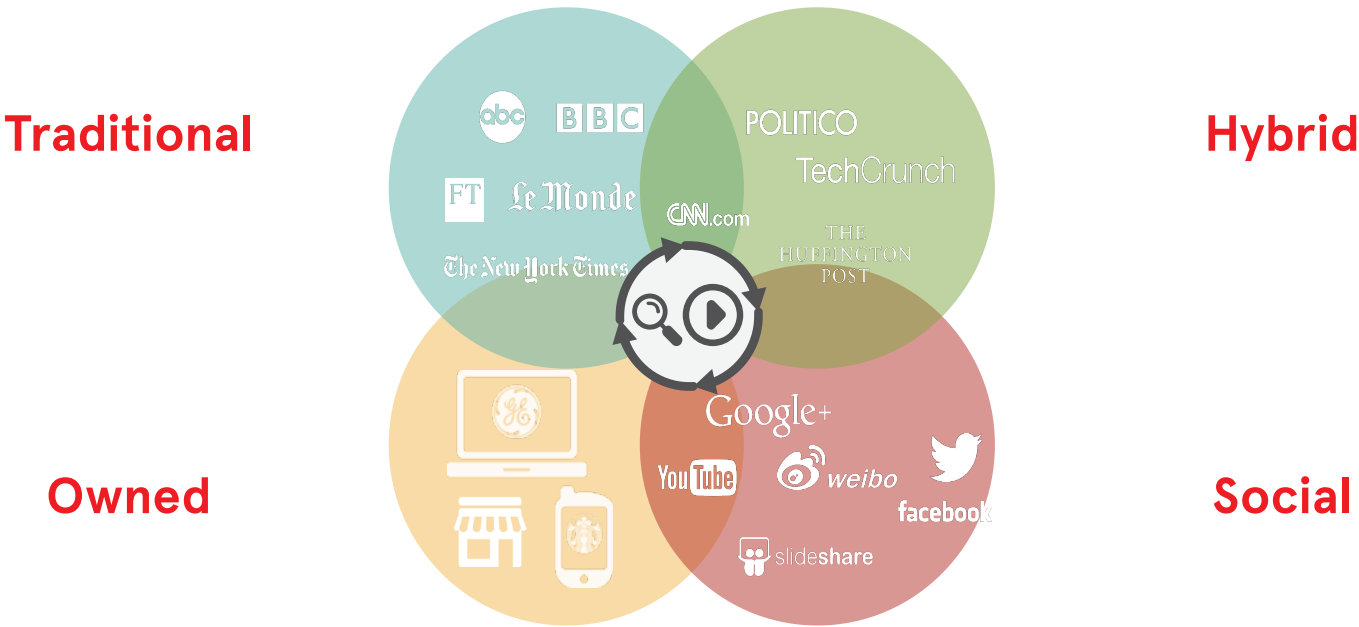




DESIGNING STORY IN A DIGITAL WORLD: Media Brief

Now that you have your product story (Creative Brief), you must think about how to deliver it to a wider audience. Below is Edelmans’ framework that highlights four channels in which you could tell your new product story: owned (e.g., retail, mobile, website), traditional (e.g. magazines, journals), hybrid (e.g., blogs), social (e.g., Instagram, Twitter, Facebook). Fill in the Media Brief to design your product launch’s story across channels and bring it to class on Thursday, September 18. **Complete before Thursday, Day 4.**

CAMPAIGN DESIGN



What four platforms will you focus on for your new product?

owned platform 1

traditional channel 2

hybrid channel 3

social channel 4

EXECUTION DESIGN

What four platforms will you focus on for your new product?

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owned platform 1

traditional channel 2

hybrid channel 3

social channel 4

What is the goal of the new product launch in each channel?

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owned platform 1

traditional channel 2

hybrid channel 3

social channel 4

Soundbites. What kind of quotes do you hope happen across each channel?

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owned platform 1

traditional channel 2

hybrid channel 3

social channel 4

Based on your channel, message, and audience – list 4 ideas that can help you make your story “viral” and “shareable.”

1)

2)

3)

4)