



# **GHOSTLIGHT**

## **CREATIVE**

THE CAMPAIGN PROCESS  
PROJECT APEX  
MARCH 1, 2018

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## The Process. The Formula. The Recipe. !

### 1. Strategy

Always start these questions. Stay focused on the BIG IDEA.

1. Who is this for? Who cares? Who should care?

*Primary, Secondary, Tertiary Audiences*

If you had \$50 million dollars to spend on only one people group, who would it be?

2. What's important?

3. What's the budget?

4. When is it due?

5. Who can help?

*The best resource is the Human Resource. What teams can you make?*

### 2. Creative: Messaging (Copywriters)

*Voice Document: Define Values* What do you believe?

*Establish Objectives:* What do you want to happen?

Connect Goals with Ideas through  
Meaning, Homonym, Antonym, Synonym, Alliteration

### 3. Creative: Design (Graphic Designers)

How "the look" makes the Messaging stronger

### 4. Team

Strategy/Leaders, Copywriters, Graphic Designers/Creative, Production (Makers)

Collaborations

Art, Music/Band, Video, Web, Gamers, Gymnasts, Theater Arts, Student Council

### 5. Ad Building

Filters/Geofilters

Geofencing

Static Ads

Video Ads

Stories

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## 6. Campaigns

Organic: Voting, User submitted, Contests

## 7. Influencers

Bands, musicians, sports teams/athletes, guerrilla artists, skaters, fashionistas

Set a target list in each subgroup.

Message them, creatively!

Cross your fingers!

## 8. Production Schedule

Week 0	Design GL creates mood boards	Resources: \$\$, etc.
Week 1	<u>915 selects mood board</u> GL designs web re-skin concepts	
Week 2	<u>915 approves web re-skin designs</u> GL outputs files to web developer GL begins designs for Media Elements and Display	
Week 3	GL presents Media Elements & Display designs GL makes revisions, if necessary	
Week 4	<u>915 approves Media &amp; Display designs</u> GL outputs files to Media Buyer and Printer	Resources: \$\$, etc.
Week 8	GL delivers Displays to 915 EVENT DATE!	Resources: \$\$, etc.