

Creative Brief: Ewa Beach Elementary

<p>Objective of the Rules Posters, Bee Bucks, logo</p>	<p>Rules Posters/Matrix: School motto (show how much their school cares for the students), make the students understand how to be respectful and follow the rules (three R's, three B's) Bee Bucks: Reward system for the students for good behavior Logo: New logo to show the partnership between Ewa Beach Elementary and Campbell High School</p>
<p>Target Audiences and Insight</p>	<p>Students:</p> <ul style="list-style-type: none"> - Grades K-2 - Grades 3-5
<p>Primary Message (not advertising copy)</p>	<p>Posters:</p> <ul style="list-style-type: none"> - Follow rules (create a campaign) - Anti-bullying - To be hung around campus - Playground, bus stops, cafeteria - Ask students how they feel <p>Bee Bucks:</p> <ul style="list-style-type: none"> - School colors - Simple - Fun (cute, clean, something the kids will like) <p>Logo:</p> <ul style="list-style-type: none"> - Partnership between the two schools
<p>Good to Know</p>	<p>Posters:</p> <ul style="list-style-type: none"> - Only 61% students feel positive about their school - What makes the students feel safe and welcomed at school? - What is PBIS? - The chart/matrix <p>Bee Bucks:</p> <ul style="list-style-type: none"> - What prizes do the students receive? <p>Logo:</p> <ul style="list-style-type: none"> - How do the current logos look like?
<p>Tone</p>	<p>Happy, playful, simple</p>
<p>Call to Action</p>	<p>Follow specific rules</p>
<p>Advertising Mediums</p>	<p>Posters (11x17 in.) Bee Bucks (5x2 in.) Logo (4x4 in.)</p>
<p>Metrics</p>	<p>How the students behave after products are released</p>

