

<p>Idea Description</p>	<p>Here I give some background information, and explain WHY we need to do this.</p> <p>Deliverables: A couple sentences to identify what it is we're doing. For example: "30 second video to be used on social media," or "live stunt," etc.</p>	
<p>Who is our target user? How will users engage?</p>	<p>Identify audiences (primary, secondary, etc.) and then describe how they engage. For example:</p> <ol style="list-style-type: none"> 1. Online users - See video and tweet 2. Company employees - See tweets online and start internal conversation in the office 	
<p>What are the goals/outcomes we want to accomplish?</p>	<p>Immediate goal: Something that we hope is a direct result of our action.</p> <p>Ripple-effect goal: The long-term, if everything aligns and works in our favor, this is what would happen.</p>	
<p>How does this align with our communications strategy?</p>	<p>Always bring back how this idea fits into our wider framework of campaign objective.</p>	
<p>What limitations are we working with?</p>	<p>Identify where the limitations are so we can prepare accordingly.</p>	
<p>Timeline</p>	<p>Visible start date:</p> <p>Production:</p> <p>Launch:</p>	
<p>What investment (people & time) do we need to implement our idea?</p>	<p># of Ppl</p>	<p>Role type (Example)</p> <p>1 Project manager</p> <p>1 Content collection</p> <p>1 Video Editor</p> <p>1 Media pitching</p>
<p>How will we measure success?</p>	<p>Identify what metrics we need in order to measure success, so we can prepare to collect data. Honestly, it's pretty difficult, and sometimes I have to accept that I will never know if what I'm doing is successful. But that doesn't mean we should stop striving to measure success.</p>	