

PHASE 2 CREATIVE CONCEPT

Final Creative Concept

Effort ● ● ● ● ●

Objective

To describe the final creative concept for the social and behavior change (SBC) campaign, including the cast of characters and creative executions aligned with the campaign's objectives.



Time needed

1 day



Participants

Core design team; research team

How to use this tool

This description of your campaign's finalized creative concept ties together the many strategic and creative decisions made by your group. This document links the creative brief to the production process and contains a well-developed description of the campaign.

Also consider how your campaign can incorporate a gender-transformative approach, as well as inclusion of disabilities and diversity, as appropriate for your context.

- **Enter the name of your campaign.** The name should have been decided using the Concept Testing Finding Synthesis tools.
- **Enter your campaign's SBC objectives.** Provide specific objectives and determinants of change from the creative brief.
- **Enter details of the creative execution** based on the final creative concept.
- **Describe the creative concept.** This description should come from the Concept Testing Findings Synthesis and should allow a creative professional to start executing a TV, radio, print, or other concept.
- **Describe the main and secondary characters** and their roles in the concept.
- **Describe the different creative executions** and how they align with the campaign's SBC objectives.

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Campaign Title:

SBC Objectives

What behavior is targeted:

What determinants are targeted:

Creative Execution

What format will be followed:

*Episodic executions,
Stand alone executions,
Story-telling (dramatizations), non-fictional (news or
testimonial), infomercial, animation.*

How many executions will be developed?

Will there be seasons or similar follow-up executions?

Visual style and tone

Dramatic, comedic

How many executions will be developed?

Will there be seasons or similar follow-up executions?

Description of the Creative Concept

Explain the overall idea for the campaign so that it can be easily imagined by the creative team.

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Cast

Main Characters

Character Name:*Describe for each character:**Age, gender, other specifics**Their role in the concept**Personality description**Other relevant traits***Character Name:****Character Name:****Character Name:****Character Name:**

Secondary Characters

Character Name:**Character Name:****Character Name:****Character Name:****Character Name:**

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Summary of Creative Executions

Execution Synopsis

Include a summary description or synopsis for each creative execution.

SBC Objective Link

State the SBC objective to be addressed by the creative execution on the left.

Citations

Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>