



Creative Brief

Emily Shea and Nan Li

1. The situation. (Key Market/Brand Facts)

The Coalition to Stop Gun Violence (CSGV) is a not-for-profit organization founded in 1974 with the intent of eliminating gun violence. The CSGV's mission is to "*secure freedom from gun violence through research, strategic engagement and effective policy advocacy.*" The CSGV is now comprised of 48 national organizations including religious organizations, child welfare advocacy groups, public health professionals, social justice, and political action organizations, all of which share the same mission. Through these organizations, the CSGV has been able to gain access to support from people in various different professions, providing the CSGV with a diverse grassroots network.

2. What is the cultural fuel we can use for the brand?

The United States is known as a world leader in many domains. Unfortunately, our culture also leads the world in massacres in real life and violence in entertainment as well. Violence has crept into our daily lives in the United States, intensifying since 9/11. Not only does violence eat up resources and revenue, it also shapes social relations of everyday life and is constitutive of both social power and culture itself. Shootings are increasingly more common, with 87 Americans killed each day by gun violence, the majority of which are under the age of 18.

3. What is the purpose of the advertising? (i.e. The Marketing Communication purpose)

The purpose of our marketing communications is to position The Coalition to Stop Gun Violence as an organization imperative to ensuring safety among Americans and preventing unnecessary violence, particularly in the lives of children. The CSGV has campaigns that will make the country safer for everyone, including closing the gun show loophole, microstamping and lobbying the federal government to make assault weapons illegal again. However, the only way for all of these groups to continue fighting against gun violence is to receive the financial assistance of supporters. We want to capture the attention of our target audience with the proximity of gun violence and draw them to donate to this important cause.

4. Who are we talking to?

People between the ages of 15 and 24 are most likely to be targeted by gun violence as opposed to other forms of violence. For this reason our target audience is male and female adults aged 35-50 who are most likely parents of the previously stated age group. Their children are highschool or college students in urban communities. Due to the increasing prevalence of school shootings, parents have become more worried about their childrens' safety. According to data from the Centers for Disease Control and Prevention, there are approximately 81,300 nonfatal injuries and 31,672 deaths every year involving guns. That works out to about 308 shootings or 87 deaths every day. We need to make sure to convey in our marketing communications that donating to the CSGV greatly benefits you because the CSGV will make changes to keep you and your children safer.

5. What do we know about the target that could help us?

It is an instinctive part of nature for parents to feel the need to protect their children. When asked what worries them the most, the vast majority of adults immediately responded the safety of their family. Violence has become increasingly more prevalent in the United States with pop culture and entertainment and as a result we have become desensitized by it. According to the official website of Coalition to Stop Gun Violence, 50 children and teens are shot each day in United States. Since gun violence has become a very serious threat to children and young adults in this country, addressing and resolving this issue is the main concern for our target audience.

6. Who and what are we competing against?

Our primary competitors will be other gun control organizations which contain the similar missions to protect Americans from gun violence, including New Yorkers Against Gun Violence, The Brady Campaign, Violence Policy Center. The secondary competitor includes NRA, the non-profit organization that supports gun ownership for Americans.

7. Net: What are the communication problems we are trying to solve?

The main communication problem facing CSGV is that some people do not believe donating money to the organization will solve the gun violence problem. People sometimes do not have much motivation to donate because they do not think they would see an immediate result. Also, people need to donate money to the organization; some of them won't be able to do it because of difficult financial situations.

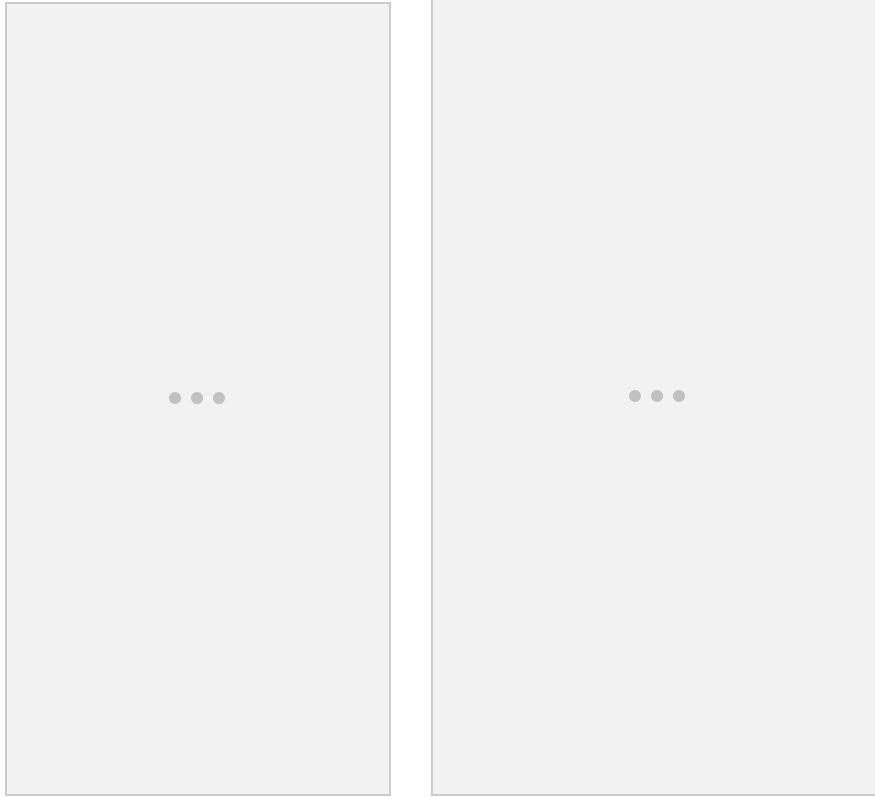
8. The bottom line...

The focus of sale is to convince our target audience that they should donate to the CSGV because the CSGV needs their support to continue to make changes that will keep them and their families safe from gun violence. Gun violence is a pressing issue. In a study about crime in schools and colleges conducted from 2000-2004, the FBI found that 3,461 acts of gun violence were committed within the five year period in the United States. This means that over the 36 weeks of an academic year, approximately 19 acts of gun violence were committed each week, or close to 4 acts of gun violence any given day of the week. The tone is urgent and serious; no one is immune to gun violence. This is a large effort requiring the support of many. By donating you are helping to make our country safer and working to make sure no families are shattered by gun violence in the future. The future is in your hands.

Social Network Ideas for Coalition to Stop Gun Violence

Exploring smartphone App that people can free download it. After you register, using your own personal account and password to get access the App. In the App, you can see the recent news about CSGV, everyday updated news of gun violence in the United States, quick access to donate money, amount of money you've donated to CSGV in detail, online chatting with other donations and there is an alarm to predict any dangers for you.

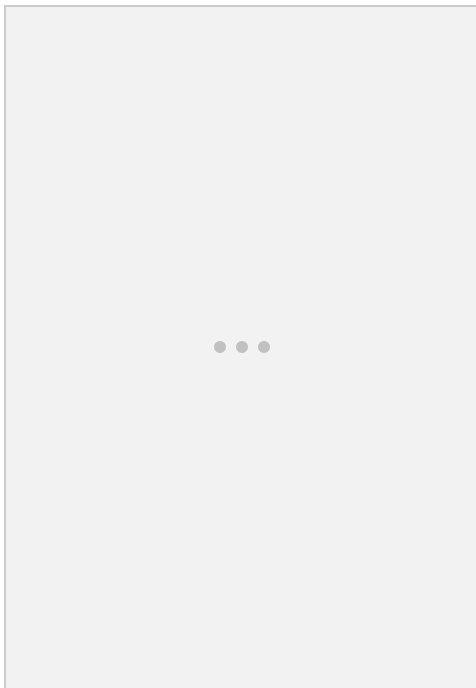
1 **News:** you can see the updated news about CSGV or any news concerning gun violence in the United States everyday. You can share the articles with you friends via Facebook, Twitter and other social medias directly through this App.



1 **Quick access to donate money:** You can check your donation history via this App donation menu. Also, you can add money through this App directly. It not only helps our target audiences know the exact amount that they have donated, but also makes them more likely to donate because of the convenience and rapid technology.



1 **Online chatting:** You can chat with other donors online for free, making the App a more engaging and social experience.



1 **Prediction alarm:** Research data shows that individuals planning to conduct gun violence in public spaces are likely to post their violent acts through social media. We will have

technicians to monitor, analyze and predict the likelihood of any suspicious posts. We will post a prediction alarm if possible. This can aid in avoiding possible gun violence.

