

Creative Brief

Captains: Discovering Leadership

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Stakeholders:

Responsible: Elisa Stocking

Approver: Emma Mulvaney

Consult: Dr. John Forde

Project Information

This project will be created as part of CO 3873 PR Multimedia, in Mississippi State University, Fall 2023. The project will include a faux podcast channel, multimedia materials to promote it, and episode one of the podcast.

The Problem: Leadership is daunting and challenging. Many people seek to grow their leadership skills, while others may not know they are leaders themselves. Additionally, opportunities to meet other leaders can be challenging or expensive. A podcast that both localizes and expands leadership would help to empower and connect existing and developing leaders.

Objective: Provide unique and professional insights to listeners regarding leadership development, solutions, and overall practical and motivational advice.

Project Description: "Captains: Discovering Leadership" is unique, because there are few podcasts sharing the topic. Captains will be released weekly on Thursdays and will feature a new guest speaker each week. The title "Captains" was chosen to highlight how leaders navigate great oceans of circumstances and opportunities aboard their leadership.

Episode List:

1. What Is Leadership, And Do I Have It? Unlock Your Leadership with a Professor
2. Batten Down the Hatches! Making Decisions Under Pressure with a Real Captain
3. If They Laugh, They'll Act: The Power of Humor with an Honor Society President
4. Drowning: Managing Stress and Delegation with a College Senior
5. Kind & Courageous: Leading by Example with My Younger Sister
6. Walk the Plank! Standing Up and Solving Problems with a Congressman

Target Audience: Early adults ages 18-35.

Audience Persona

- Anyone seeking to expand their leadership skills.
- Existing leaders in their communities, school, or work.
- Aspiring leaders looking to learn from successful professionals.
- Go-getters excited for new experiences.
- People who enjoy learning new things.
- People who are passionate about helping others.

Marketing/Sponsorship Opportunity

- Skill development platforms.
- Home cooking/meal prep delivery.
- College recruitment advertising.
- Job seeking/hiring websites.

Competition

- Coaching for Leaders.
- Dare to Lead with Brene Brown.
- Andy Stanley Leadership Podcast.
- CEO School.

Key Message/Promise: Help listeners develop their leadership skills through practical advice from leaders with diverse backgrounds and inspire audiences to apply it to their lives.

Tone/Brand Voice: Inspiring, motivational, thought-provoking, entertaining.

Supporting Message: Anyone can be a leader... Who are you leading?

Media/Deliverables

- Logo and podcast cover art
- Brand style board
- Infographic flyer
- Relevant photography
- Social media posts and short-form videos
- Set episode intro and outro music
- Sponsorship announcements
- Written announcements and audiogram
- Video commercial
- Webpage

Other Considerations:

Audience may only be interested in specific topics/guest speakers. We are striving to spark interest in all topics.

Deadline: December 5th, 2023