

Command Z Creative Brief v3.3

Is global warming actually a problem or just a name put on the natural course our earth is taking while evolving and adapting to change. For those people who believe that global climate change is a problem that is effecting us not only now but will be a continuing issue if something is not done, Command Z is here to help them see a a better future. We will help them realize that it is time to take swift action against the problems that they themselves have made.

The specific action we want people to take is to help reduce auto emissions by using alternative modes of transportation. The time is now and students can, should, and will want to start doing their part in helping fix this problem and make change after hearing and seeing our ads.

Our target audience is student commuters.. meaning they do not ride the school bus for some reason and choose to drive cars. This could mean a range from 16 year old high schoolers who think they are cool because they have a car and have just gotten their license, to college students who have pimped out their rides to the maximum. The age group we will be targeting will most likely be cut off around the age of 24 because of our creative ad ideas. This will be NW based and revolve around alternative modes of transportation to reduce the carbon footprint humans are leaving behind. We will refine our pitch to get this younger generation to ride the MAX light rail that runs through downtown Portland and the greater surrounding area.

The message we want to get across will be in noticeable places where students will see during their everyday activities. Posters on the campuses of the many high schools and college institutions in the Portland metro area. T-shirts will be made and distributed to those already riding the MAX in order to draw in more potential supporters... the idea behind the shirts is that when they are scene being worn the people who are not riding will be thinking "I want to be that person." Another guerilla type marketing will be stickers that can be stuck all over town and gain attention of the importance of riding the MAX. Flyers will be another way to raise awareness and be a catchy way to let people know how much fun riding the MAX can be.

The effectiveness of our tactics will be measured by the number of people who actually take action on the things we want them to do. Who, and how many people take the global warming issue to heart and make efforts to help the cause by choosing different modes of transportation will be a measuring stick for our success. Much of this success will be heard through word of mouth.. in the community between commuters and people who live their lives in the community of Portland. Of course there is research that can be done to verify that the campaign is actually making a difference. It can all be said in the numbers of people that made a lifestyle switch and car pooled with other commuters or who decided to ride Trimet buses or take the MAX to get to work.