

CLIENT: ST. JOE'S WOMEN'S CENTRE

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Creative Brief

Why are we advertising?

St. Joes Women's Centre (SJWC) is a non-profit organization that is dedicated to providing at-risk, marginalized, low-income, or homeless women and their children with a safe space to spend their days. Since our inception in 1984, SJWC, currently served by our four full-time staff members and one peer worker, has offered practical services to help our community access essential items like groceries, daily meals, showers, and telephones & technology. More than a place for *things*, SJWC provides intangible necessities like warm conversations, healthy friendships, care, dignity, self-esteem, a sense of purpose, and a feeling of belonging.

While the current global pandemic has not changed this mission, it has impacted our donations, as well as the volume of clients who can access our centre at any one time. While many things have changed in this Covid-19 new world reality, SJWC has and is committed to filling the resource gap for the women and children whose daily vulnerability goes further than the endemic spread of a super virus.

Objective

To generate greater awareness of our work at St. Joe's Women's Centre and increase the profile of our organization, we require a fresh marketing plan. A clarified brand identity, achievable social media strategy, and website redesign, amongst other strategies, will spark interest in SJWC and create a cohesive brand narrative that addresses current barriers to giving while providing even more motivation and opportunities to connect with us.

Who are we talking to?

Our target audience consists of Canadians aged 40+ years old of all genders. This is a well-educated group who are relatively active on a variety of social media and communication-based platforms (like Instagram, Facebook, and Twitter). Our ideal audience is

socially conscious and heavily involved with their community. They are aware of current societal issues and want to create change. Our target audience is business professionals who are leaders in their industry. They have both practical and personal reasons for supporting social initiatives. They are well educated, local Ottawa/Gatineau residents with above-average incomes.

What do they think now?

St. Joe's Women's Centre has been around for many years and, therefore, enjoys a certain level of notoriety within the community. However, with the rise of social media, SJWC has been slow to connect with potential donors in this new way. Because of this, SJWC does not have the digital footprint that spurs the brand recognition we need to grow awareness about our centre and services. SJWC is seen as a small organization that may not be current. Due to the pandemic, many people may not know that the centre is still open and offering services.

What do we want them to think/do?

We want our target audience to become more informed about the mission of St. Joe's Women's Centre and the programs we continue to run, despite the pandemic. When business professionals are thinking of making donations we want them to think of SJWC first. We want our audience to be compelled to action and to commit to more than a one-time donation to our organization. Ultimately, we want to draw people's attention to SJWC in order to cultivate partnerships so that we may gain year-round financial support that extends beyond the typical Christmas holiday peak and subsequent drop off.

Why should they?

Apart from the well-known fact that charitable donations offer tax benefits, many may not understand the positive corporate impacts that arise when economic benefits and pure philanthropic interests converge.

By embracing a corporate social responsibility (CSR) strategy, businesses can improve their competitive industry advantage. Additionally, by leveraging their unique competitive context to find the right charitable partnerships, businesses can provide lucrative opportunities that satisfy corporate investors, while, at the same time, building trust, deepening relationships, and driving local social change within the Ottawa community; businesses can see tangible rewards stemming from strategic social support. In positioning their business as a leader in the push for social good, companies create an appealing work culture that impacts employee satisfaction, retention, and recruitment, amongst other things.

Compelling Truths

- People always see themselves as the protagonist in their story.
- Websites are the equivalent of a first date. You don't want to make it hard for the other person to understand or like you.
- If you don't use social media people either assume things are going very badly for you or you are irrelevant to today's society.
- Individuals donate to charity to feel good, businesses donate to charity to be financially rewarded.
- Being outdoors in nature is only relaxing and enjoyable if you have a safe space to return indoors.
- Safe Spaces are not fodder for internet memes but a tangible and critical part of working with at-risk communities.
- The homeless often lack basic needs - healthy friendships, kindness, purpose, and a feeling of belonging, among them.

Mandatories

Facebook: <https://www.facebook.com/stjoeswomenscentre>

Instagram: <https://www.instagram.com/stjoes.womenscentre>

Website: <https://stjoeswomenscentre.org>

Brand colours provided by the client (TBD)

Logo:

