# The Creative Brief

## 1. Target Audience(s)
Men and women with Type II diabetes
- ages 40 and older
- lower- to middle-socioeconomic status
- urban, peri-urban, rural

## 2. Objective(s)
To empower the audience to take control of his or her diabetes.

## 3. Obstacles
- lack of perceived seriousness of diabetes
- lack of knowledge about diabetes
- resistance to lifestyle change among many males
- denial/anger/depression/loneliness/frustration
- fatalism
- lack of communication channels that reach the audience with appropriate information about diabetes
- diabetes is expensive

## 4. Key Promise
If I take control of my diabetes, I will feel happier and healthier.

## 5. Support Statements/Reasons Why
Because…
- you will prevent complications like amputation, blindness, impotence, etc.
- you will live to see your grandchildren.
- your quality of life will be the best it can be.

## 6. Tone
Hopeful and empowering
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## 7. Media
- integrating messages into intermediaries’ materials
- television, print, and radio PSAs
- local radio/radionovella
- community kits
- educational videotape (with facilitators guide and consumer guide)
- outdoor advertising
- state health departments

## 8. Openings
- at diagnosis/recent diagnosis
- senior centers
- churches
- waiting rooms
- national Hispanic health professional organizations

## 9. Creative Considerations
- keep literacy levels in mind
- generic Spanish/cross-cultural
- make tips achievable
- calls to action to be determined at a later date