

CREATIVE BRIEF

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National Hydropower Association (NHA)

BACKGROUND:

Hydropower is an overlooked renewable source of energy. It is a clean and carbon-free source of electricity that is good for the climate. Water Power Week 2023 is at the start of the Summer in Washington, DC, where the hydropower community will convene to promote this energy source along with discussing its expansion and importance for powering our country while being environmentally friendly..

AUDIENCE:

Those that are passionate about renewable energy and the current battle to restore the state of the climate. Homeowners, those who want their voices to be heard and that have strong political opinions.

OBJECTIVES:

Either to attend Hydro Power Week, to tell others about the event, or to contact their local Congressman/politicians about the importance of hydropower and Water Power Week.

VEHICLE:

Direct mail item in the form of a folded infographic.

LOOK & FEEL:

A simple and modern design that is colorful with an emphasis on graphics to captivate the attention of the viewer. The outside will be an aerial view of a sink with the text "where's my water?" The inside will reveal a graphic of a beaver in the water in front of it's dam with a body of text describing when, where and what Water Power Week is, and why you should attend. Below will be QR codes to the Water Power Week and NHA websites.

SPECIFICATIONS:

Print: A4 paper tri-fold (80lb printmaking paper) (x2).
Two pins with pinbacks will hold the sink handles on the outside in place.
Digital: High-res PDF with crop, fold marks, and bleeds.

TIME FRAME:

Final deliverable date is 3/2. Deliverable must be submitted to ELMS along with a cost estimate and two must be printed and folded, one to turn in, and one to mail out.

PRELIMINARY SCHEDULE:

Thumbnails due on 2/6, roughs due on 2/8, comps due on 2/13, refined product due on 2/20, final product due and mailed by 3/2.