

Council on Drug Abuse

Creative Brief

March 31, 2006

Why do we need Communication?

- CODA activity has been relatively dormant in the past couple of years
- Brand awareness, brand understanding and relevance have thus eroded amongst core audiences
- CODA is now undertaking a brand rejuvenation and relaunch program to insure long term organizational sustainability
- The brand proposition has been recently clarified and evolved in the face of new competition and marketplace need

Who are we talking to?

- **Primary:**
 - Youth in grades 7, 8 and 9 who are most vulnerable to drug abuse as a result of family or social pressures
- **Secondary:**
 - Parents, caregivers, teachers who are provided with knowledge and information to identify drug abuse issues. This is a support audience.

What effect should the communication have on the consumer/target?

- The (primary) target audience should feel smart and in control of their lives because they have been provided with the best/most authoritative education on drug prevention.
- “I can handle it” – I don’t need drugs to help me cope with my life.

What is the single most persuasive benefit we can offer?

- Benefits of not using drugs need to supersede peer and drug dealer pressure to use
 - These benefits will be provided by youth who have experienced the program and benefited from participation
 - The “drug dealer case” needs to be considered/provided
- Education makes me feel less vulnerable and more in control of my life

Why should the consumer/target believe it?

- CODA provides me with relevant education in a language that I understand and is believable
- CODA provides testimonials, stories and connection with other youth who have experienced the program (in process)
- CODA provides role models and relevant spokespeople who add credibility to the message (over time)

What are the executional considerations?

- Brand Positioning Statement attached. Tone and manner direction is clarified here.
- Brand Architecture (requires discussion)
 - Define when/where/how CODA versus Council on Drug Abuse is used
 - Rename/align programs with overall brand
 - Program communication versus brand communication
- Require overall brand redesign including logo and key “message” (brand identity)
- Require “first draft thoughts” on proposed communication strategy, direction and plan

What are the practical considerations?

- Communication funds are limited therefore the message must be highly compelling and unique
- Redesign/messaging should have longevity (not trendy and momentary)
- Messaging research is desired prior to implementation