

### Executive Committee Request For Funds

<b>Name</b>	Jamie Smith
<b>Position</b>	President
<b>Date Of Request</b>	20/12/2017
<b>Name Of Campaign</b>	Let's Be Honest
<b>Date Of Campaign</b>	N/A

Item Description	Cost	Why You Need This	Web Links To Product	Amount Given
15 A1 Posters	£150.00	Promotion of the recommendations and headlines of the Let's Be Honest report	*See Design Brief*	
<b>Total Requested</b>	<b>£150.00</b>		<b>Total Allocated</b>	<b>£0.00</b>

**Funds Authorised By** \_\_\_\_\_

**Date Authorised** \_\_\_\_\_

## DESIGN BRIEF – LBH Posters

NAME: Jamie Smith

DEPARTMENT: Executive Committee

BUDGET: We will discuss this before we order any of the marketing material

STEP 1	BACKGROUND
A brief description of the project:	Publicity of the LBH report findings
What is the aim of the project?	Build on last year's poster campaign and create shareable content

STEP 2	THE MESSAGE
<p>Please insert the exact text that needs to be included.</p> <p><i>This is essential and all literature must be spell / grammar checked before submitting, as I will copy and paste what you supply.</i></p>	<p>Poster 1: <b>'Two thirds of students said that their studies had contributed to their mental health problems'</b></p> <p>Poster 2: <b>'Over half of students were worried about their own mental health and/or a friend's'</b></p> <p>Poster 3: <b>'The majority of students did not know about other services available; Money Advice, Student Advisors, The Students' Union Advice Team, Study Skills Plus'</b></p> <p>Poster 4: <b>'Make Mental Health Awareness/Mental Health First Aid Training compulsory</b> for personal tutors/supervisors and other members of ARU staff with regular student contact'</p> <p>Poster 5: <b>'The highest contributor to poor mental health of our students is fees and finances'</b></p> <p><b>To be included on all posters:</b> LBH logo &amp; hashtag</p> <p>(Please attach below to bottom of all posters)</p>

	If you or someone you know someone who is struggling please contact <a href="http://www.angliastudent.com/advice">www.angliastudent.com/advice</a> or <a href="mailto:wellbeing@anglia.ac.uk">wellbeing@anglia.ac.uk</a>
Who is the target audience?	Student and the university

STEP 3	DELIVERY OF THE MESSAGE
Specifications/ Creative requirements <i>Media; format; color pallet; dimensions; print finishes:</i>	On brand with LBH previous posters
References <i>Any visual references, style guides, mood boards</i>	LBH campaign brand

STEP 5	WHAT NEED TO BE PRODUCED?
Flyers (printed on uncoated 130gsm stock unless requested) <ul style="list-style-type: none"> <li>• <i>A6 – 2500 for £50, 5000 for £65</i></li> <li>• <i>A5 – 2500 for £80, 5000 for £120</i></li> <li>• <i>Folded or a shape (ask for a quote)</i></li> </ul>	
Posters <ul style="list-style-type: none"> <li>• <i>A3 - £35 per 100</i></li> <li>• <i>A1 (for the solar frames and a-boards) - £10 each</i></li> <li>• <i>A0 - £15 each</i></li> </ul>	30 A3 landscape (Printed in house) (2 of each poster for three campuses) 15 A1 (5 per campus) (£150)
Pull up banners <ul style="list-style-type: none"> <li>• <i>£69</i></li> <li>• <i>Other vinyl banners</i></li> </ul>	
Info-screens / Info-kiosk <i>Please state date (from – ‘til) that you’d like it to be displayed</i>	As soon as made for three weeks

Website elements <i>Banner/news story image/app banner/ quick link image etc.</i>	
Social Media	Shareable images for facebook & twitter
Something not listed? <i>All full list of communication channels and their specifications <a href="#">can be found here.</a></i>	

STEP 6	DEADLINE
Date required	January 8 <sup>th</sup> if possible

*PLEASE NOTE*

- *For print, these costs are to have flyers delivered to the office, not to students.*
- *We will distribute posters every Monday around campus.*
- *To distribute flyers to students, budget must be found to book staff. Please book student promotion staff through Sarah Blackford*