

Online Digital Public Enlightenment Brief Template

By

Adhang.com

About Adhang.com

Adhang.com is a world-class Africa's no 1 online digital campaign agency based in Nigeria, and the first internet public enlightenment agency in west Africa.

Adhang.com is manned by some of the biggest digital populace engagement optimization and online users targeting experts in the industry, equipped with the very best and most advanced online public enlightenment system, comprehensive and robust set of latest technologies and tools.

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Introduction

This Online Digital Public Enlightenment Brief Template is to foster understanding between you and AdHang. it guides AdHang in planning and executing your online public enlightenment campaigns.

It helps AdHang to understand everything about the internet public enlightenment campaign needs.

Fill in the fields and also add any further detail you consider important for effective digital public enlightenment to the masses.

This will serve as blue print AdHang's teams will use to strategize and achieve your objectives.

Fill in following fields (type all responses on a separate document to accommodate all the details).

Organization's Contact Details

Contact person:-----

Country:-----

Phone:-----

Organization's name:-----

Address:-----

Contact person's email:-----

Organization's Background And Mission

This is about the organization, and where you introduce the public enlightenment project to the AdHang's team.

e.g XYZ about us; to educate the masses about danger of xyz, awaken of populace interest, warning against enemies, health, prevent ignorant, good news this, that, public notice....

Benefits to the Masses

Benefits and value; prioritise the top 5 features and/or facts about this public enlightenment campaign and its value to the target populace.

Personas And Target State/Country:

Target audiences e.g. women, youth, professionals, religious faith, companies executives, students, etc. The more specific the better. For example women could be single or married, and at what age bracket and so on.

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And

Where are they? e.g. entire Nigeria, Lagos state, Ghana, entire Africa's continent etc.

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Objectives:

e.g. awareness, educating a target populace, attract participants to a project; The target people are to perform an action such as fill a form on website, visit a particular office, etc.

Reasons Why And Actions:

- e.i. List the rational and emotional compelling reasons to belief this public enlightenment and not to ignore it ?
- List the actions/steps the target audiences are to take. Include all major copy points; and possible consequences if ignored (if any).

Public Enlightenment Duration And Starting Date:

e.g. the public enlightenment will start from xy date to xy date or continuity.

What is AdHang's Public Enlightenment Plan selected?

e.g. Premium, Enterprise, Economy; otherwise list the channels/platforms:

Goal:

e.g. increase xyz% number of participants, believers, supporters, etc.

Website Address And Landing Page Link(s)

Here put web address for this public enlightenment and landing page target audience will be sent to when they click on the online banners or links.

e.g. Website www.adhang.com

e.g. Landing page www.adhang.com/institution-approach/

Oppositions / Enemies /Distractors etc:

If any, list all you know that might hamper masses from responding favorably.

e.g. ignorant, religion's belief, political reason, etc.

What Else Might Help AdHang's Creative Team:

If you have them, include your logo, photos, picture(s) that exemplify the message, tagline(s), quotes, attention drawing text and so on.

Type all in WordPad or microsoft office and forward all to email:
accountmanager@adhang.com