

# Online Digital Public Enlightenment Brief Template

By

Adhang.com

# About Adhang.com

*AdHang is a world-class online campaign agency based in Nigeria, and the first internet public enlightenment agency in Africa.*

*Adhang.com is manned by some of the biggest digital 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 to inform, persuade, remind, and reinforce.*

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*Office: D 07 Century mall, St.Patrick's junction, Ojo, Alaba international market, Lagos, Nigeria.*

# Introduction

This Online Public Enlightenment Brief template is to foster understanding between you and AdHang. it will guide AdHang in planning and executing your online public enlightenment campaign. This will serve as a blue print AdHang team will use to strategize and achieve your objectives.

It will help AdHang to understand everything about the internet public enlightenment campaign needs. Fill in the fields, also add any further detail you consider important. You should type all of them separately in a WordPad or Microsoftword, and forward to us. Leave any field that is not applicable to your entity, or you do not understand.

# 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 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, etc.

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# Benefits to the Masses

Benefits and value: prioritize the top 5 features and/or facts about this public enlightenment campaign to the target populace.

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# Personas And Target State/Country

Target audiences, e.g. women, youth, professionals, religious faith, companies' executives, students, etc.

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

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# Objectives

E.g. awareness, to educate 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.

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# Reasons And Actions

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

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# Public Enlightenment Duration And Starting Date

E.g. the public enlightenment will start from xy date to xy date, or nonstop.

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# AdHang's Public Enlightenment Plan selected

E.g. Premium, Enterprise, Economy; if not applicable, list the channels/platforms:

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# Goal

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

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# Website Address And Landing Page Link(s)

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

Examples:

Website [www.adhang.com](http://www.adhang.com).

Landing page [www.adhang.com/institution-approach/](http://www.adhang.com/institution-approach/).

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# Oppositions / Enemies /Distractions

If any, list all you know that may hamper masses from responding favorably, e.g. ignorant, religion's belief, political reason, etc.

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# What Else Might Help AdHang's Creative Team

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

Type all in WordPad or microsoftword and forward to email: [accountmanager@adhang.com](mailto:accountmanager@adhang.com) .