



## ASU Creative Brief Final

### The Spirit of Service Scholarship

Taking some time to volunteer for a good cause is a great feeling, right?

What about the people in our lives who work for a good cause *everyday*?

The mayor, city parks director, a firefighter, a nonprofit organizer—these are the people that normally come to mind. And there are millions of other incredible job opportunities that allow you to lead a successful life AND experience the feeling of giving back to the world with careers in public service.

*That's what The Spirit of Service Scholars Program is all about:*

As the leaders of the past start to retire, The Spirit of Service Scholars Program gives the next generation of leaders the opportunity to find success while leading in the public and social sector. This new generation of talented students can now carry the torch and handle critical issues like alleviating poverty, planning for sustainable growth, and creating healthier communities.

Check the Materials files for a .png file of the competition logo.

### Your Mission

We're partnering with you, the Zooppa Creative Community, to make two kinds of videos:

Theme #1:

**Videos that invite the best young minds to apply for the Spirit of Service Scholars Program and launch a successful lifelong career in the public sector.**

- The audience is potential students looking for a career in public service that would benefit from the Spirit of Service Scholarship Program.
- Show that a career in public service can be both personally AND financially rewarding.
- Include a call to action for students to “**Apply for the Spirit of Service Scholarship Today**” and include this link:  
<http://spiritofservicescholars.asu.edu/students>
- Include The Spirit of Service Scholarship Program logo.

Theme #2:

**Videos that inspire donors to give money to the Spirit of Service Scholars Program and help future generations achieve their dreams in the public sector.'**

- The audience is potential donors to the Spirit of Service Program who are between 40 and 60 years old.
- Show how future generations of public service leaders will make the world a better place.
- Communicate to potential donors that this is an opportunity to instill their own passion for service into the youth of tomorrow.
- Include a call to action for donors to **“Donate to The Spirit of Service Scholarship Today”** and include this link:  
<http://spiritofservicescholars.asu.edu/support>
- Include The Spirit of Service Scholarship Program logo.

All ads, either for #1 or #2, should inspire interest in The Spirit of Service Scholarship Program.

Prize winners will be chosen for each type of video, but you can create both types and increase your chances of winning for either!

	Public Sector Career			Donate to Spirit of Scholars	
Arizona State University Awards	1st	\$ 1,000		1st	\$ 1,000
	2nd	\$ 500		2nd	\$ 500
	3rd	\$ 200		3rd	\$ 200
Zooppa Award	1st	\$ 250		1st	\$ 250
Community Awards	1st	\$ 200		1st	\$ 200
	2nd	\$ 125		2nd	\$ 125
	3rd	\$ 100		3rd	\$ 100
	4th	\$ 75		4th	\$ 75
	5th	\$ 50		5th	\$ 50