Sub-brand TrainingD

FLOW CHART

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

CONTENT IDEA

Does the content connect to one of Franklin's core concepts?

NO

Start again.
As you think of content ideas, every idea should connect to at least one of Franklin's core concepts.

YES

Great!
Aligning to the core concepts will ensure that content isD on-brand. This will allow Franklin to consistentlyD tell a cohesive story.D
Which core concept is most relevant here?

Core Concept

Undeniable

Make sure you identify the messaging goal that you think the content best serves.

Core Concept

Collective

Make sure you identify the messaging goal that you think the content best serves.

Core Concept

Inspirational

Make sure you identify the messaging goal that you think the content best serves.

AUDIENCE QUESTION

Who is the target audience?
What do we want this audience to think, feel, or do as a result of this content?

MESSAGING CONSIDERATION

After considering core concepts, messaging goals and the target audience, determine what content category will be best to tell this story. Refer to the audience profiles for some examples of supporting topics to help frame ideas.