



# CREATIVE BRIEF

**PRESENTED BY:**

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CONESTOGA COLLEGE



**2025**



# THE EVENT: A JOB FAIR

## “READY FOR THE RUNWAY”

**EVENT DATE: JULY 15 2025 | AT THE VENUE, CONESTOGA DOON**

### INTRODUCE THE CAMPAIGN.

Ontario's fashion and design industries are booming, yet many students need to pay more attention to their long-term career potential. "Ready for the Runway" connects Conestoga College's creative students with leading recruiters, highlighting diverse, inclusive career paths while promoting employability and individuality.

### EVENT OBJECTIVE

To increase post-graduation employment opportunities for students by 5% by September 2025 by connecting students with top fashion and design industry recruiters. This event will also position Conestoga College as a leader in fostering design and fashion careers.





# TARGET AUDIENCE

## PRIMARY



Students from the School of Creative Industries who want to pursue a career in design.

## SECONDARY



Students from other disciplines (e.g., marketing and business) interested in niche roles within the fashion industry.

## TERTIARY



Students with a general interest in fashion and prospective students seeking job opportunities.



# DELIVERABLES

## ONLINE MEDIA

### MARCH WK 3

Social media posts and advertisements on:

- Instagram
- Facebook
- LinkedIn
- Conestoga @careers page listing

## PRINT MEDIA

### APRIL WK 3

Printed materials such as posters to be placed across Conestoga campuses, this includes:

- Informative Poster
- Event Descriptive Flyer
- Event Location Map and Vendor Layout

## BROADCAST MEDIA

### JULY WK 4

Post event coverage Video on Youtube to promote future interest and company participation.

- 1:30 minutes maximum
- Includes Event Setup and Theme
- Contains all branded material
- Showcase students in diverse and safe spaces

*\*All deliverables to include Conestoga College Logo*

## MEDIA BUDGET

Total Event Budget \$10,000. \$5000 for media and \$4,000 for logistics, and \$1,000 Contingency.

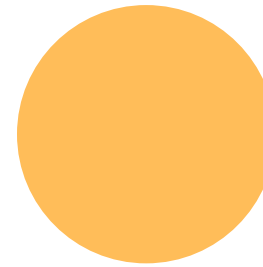




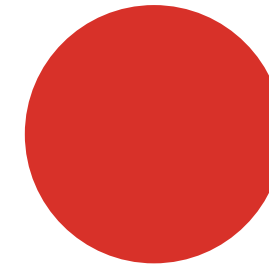
# DESIGN ELEMENTS



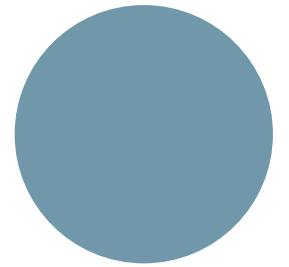
## COLOR PALLET



#ffbd59



#d83129



#7098aa

Color Pallet is elegant and classy. Using Simple pastels to promote a feeling of safety

## tone of message and font

Tone: Professional, inclusive, and empowering. The messaging should promote a judgment-free and supportive/Inclusive environment, emphasizing creativity and authenticity.

Typography: TT Interphase (Body) & Anton (Titles)

## BIG IDEA/KEY MESSAGES

- **"Start Your Career in Fashion"**: Attend "Ready for the Runway" to connect with top recruiters in fashion and design.
- **"Dress to Impress"**: Students are encouraged to showcase their personal style while bringing a design portfolio.
- **"Career Longevity"**: The fashion industry offers long-term employment, high-paying jobs, and flexible workstyles.

# TIMELINES



JANUARY 2025

## PROJECT START

Project start date and kick-off meeting with Key contacts showcasing the Creative Brief and expectations.

MARCH 20, 2025

## MEDIA EXECUTION

All social medias for internal and external promotion should be completed and submitted for approval to the stakeholders.

FEBURARY 15, 2025

## VENDOR SHORTLIST

Vendors will be shortlisted and detail of vendors, placement and Job offering details will be provided to the creative team.

JULY 26, 2025

## POST-EVENT COVERAGE

Having wrapped up the event, the event management team will provide images, success metrics and other related assets to the creative team to enable creation of a post-event Youtube video



# KEY CONTACTS

- Josh Peressotti – Event Organizer (Conestoga)
- Andrea Hein - Event Design Coordinator
- Marketing Team – Celestine Unugboji (Communication Consultant)
- Event Planning Team – Conestoga Events
- Graphic Design and Creative Team – Elias Guzman

## STAKEHOLDERS APPROVALS

Final signoffs from Conestoga College, Josh Peressotti, and Celestine Unugboji.

Andrea Hein, Elias Guzman and the Event Planning Team should be informed as key contributors.

\*Emails and additional contact information provided in discussion guide.

