**CREATIVE BRIEF**

**Client: RCCA-CJ/PRO**

**Project Name: Chabad Ad**

**Date: 8/16/19**

1. **What is the objective of the project?**

To communicate the capabilities of PRO and RCCA as a combined team & to congratulate Dr. Sid Goldfarb & Dr. Edward Soffen (both from PRO)

1. **What is the strategic priority this project is intended to achieve?**

To show that RCCA/PRO support the community

1. **What are the key takeaways we want the consumer to have?**

That PRO/RCCA is a top cancer care center located right in their community

1. **What do we want the audience to feel?**

Hope that there’s a high-quality cancer center in the community that can help them/loved one/friend

1. **What do we want the audience to do?**

See RCCA/PRO as a leader in Cancer care/treatment

Taking action is secondary, since many of these readers likely don’t have cancer

1. **What do we want the audience to say?**

Wow, that RCCA/PRO place sure seems great if I had cancer. Maybe I should recommend my friend to go there – he/she has cancer.

1. **What are the key attributes for this client/brand?**
* Leading edge capabilities/technologies
* Seamless & collaborative delivery of care
* 12 convenient locations
* experienced
* regional leader
* large team of oncologists
1. **What is/are the key differentiators for the brand?**
* Truly leading-edge – team and
* Caring
* Community-based – IN the community, cares about the community
* Infusion services (don’t have to go to a hospital)
1. **What is the brand’s USP?**

RCCA-Central Jersey and Princeton Radiation Oncology have combined the forces of two regional leaders in cancer care to offer the highest standard of care for all types of cancer. Together, we serve Central New Jersey as one team with unwavering commitment to our communities and to enhanced, seamless and individualized care delivered in a sanctuary of precision and excellence.

1. **What are the brand’s tone words?**

Trust

Leading-edge

Collaboarative care

State-of-the art

Community

commitment

1. **Who is the target audience?**

Attendees of the Gala Community Dinner

1. **What are the success metrics?**

None?

1. **Where will this project live what channels, mediums, etc?)**

One-time print ad in the chabad gala journal,.