



Creative Subcommittee Meeting Minutes

August 28, 2023 ~ 3:30 - 4:00 p.m.

Members Present: Dan Gates, Brittini Ehrhart-Gemmill, and Tim Twinem

Also in Attendance: CPW: Ginny Sednek (Secretary/ Acting Treasurer); R&R Partners: Paul Smith (Research), Miriam Swofford (Corporate Director), Pat Buller and Greg King (Creative), Dani Schneider (Account Coordinator)

Open Discussion Regarding Feedback Shared From 8/21 Subcommittee Meeting

- Feeling Uninspired and Underwhelmed by the Campaign
 - The campaign is lacking cohesiveness
 - Inconsistent messaging (using the message hierarchy slide in the master deck showed how messaging was inconsistent and leveraged first funnel introductions with secondary messaging)
 - Underwhelmed by the display banner ads and general aesthetics of the ads
 - Anywhere that design was touched does not feel premium
 - A lot of collateral that is not coming directly from the trusted source

- Featuring CPW/ Trusted Source
 - How does our audience hear from the trusted source outside of a video?
 - Previously there were comments made about using the CPW officers and it feeling too much like a CPW campaign, is there a line?
 - We need more explanation on how much we can and cannot do. In some capacity, we can help lay the groundwork out and have parallel messages from different perspectives
 - Bring cohesiveness and realness to the spots

- Edits
 - Example of what subcommittee liked- Batty
 - Using real people means some are better on camera than others
 - Rewrite the script and rerecord
 - We can reshuffle/rewrite the script and rerecord to have delivery of lines sound better
 - Music
 - Try to bring an elevated taste for music
 - Music options sent were sort of on the right vein, but it needs to be Less camp, more authentic
 - Non-video assets - cohesive messages and elevate the design

- Next Steps
 - R&R to meet internally and review feedback previously sent and what was discussed today
 - We want to be authentic and elevated, yet careful on how we utilize CPW and find the right balance of getting a smoother performance and message across
 - Come up with something inspiring and memorable
 - Next week's meeting is on Wednesday instead of Monday due to Labor Day

- New Process
 - The process is new for a lot of people and are still figuring out how the process works
 - In the past the council has not been as involved in creative, R&R to build schedules that factor in time for more subcommittee involvement
 - Weekly meetings with R&R and creative subcommittee to allow time to review and discuss feedback and creative