

## CREATIVE BRIEF

### Campaign Overview

JOANN is proud to partner with 4-H to empower and inspire kids, and to provide them with the tools and resources they need to reach their full potential. Many JOANN team members, in fact, are proud 4-H alumni!

One of our key marketing messages this coming spring is centered around igniting kids' imaginations. The objective of this campaign is to inspire kids (and their parents) to discover how creativity can create opportunities, empower them, support mental wellness, and boost confidence.

### Partnership Opportunity

We would love to have you sew or craft with us, creating one (1) project with instructions using our [Pop! Possibilities Art & Craft Supplies](#).

We're wide open to your ideas for this project and will evaluate your concept for its originality and potential to inspire our customers. Please choose from one of these themes:

- Staycation Crafts for Spring
- Rainy Day Crafting
- Crafting for Mental Wellness
- Outdoor (or Messy) Crafting
- Eco-friendly or Upcycled Crafts

### Deliverables

- Crafted item
- Detailed, written instructions for how the project was made
- Short bio including the following information: 1) Your name 2) Your age 3) Your council and 4) one sentence about why you chose the technique or craft and how it relates to 4-H
- A clear, in-focus picture of yourself with minimal background

### Timeline

11/17/21	Your concept & supply list is due to JOANN
11/18/21	JOANN feedback of concept due
11/19/21	Supplies and/or gift cards sent (overnight)
12/15/21	Photos of your finished project due for final project approval
12/17/21	JOANN feedback / approval of project due
12/19/21	Project shipped to JOANN (overnight)

**JOANN Address**

JOANN  
5555 Darrow Rd.  
Hudson, OH 44236  
Attn: Kathy Myers