

# Marketing Team – Project Brief

## Your Role

You are the public voice of *The Story of Us*.

Your job is to share the story of our book — how it was made, why it matters, and what it tells us about being human.

You'll promote the project, document its progress, and help organise the final launch event. You'll also explore ways to raise funds or find sponsors to help with printing and publication.

### About the role. Try this AI prompt:

*We're part of the marketing team for a student-made book on evolution. What are all the things we could do to promote, present, and share our project?*

## Your Main Tasks

### 1. Tell the Story of the Project

- Record the process of creating the book through photos, videos, and short written updates.
- Create posts or short blurbs explaining what the class is doing and why it's exciting.
- Work with the Editorial Board to make sure all messages match the project's tone.

### 2. Plan and Run the Book Launch

- Help organise the final showcase where the book is presented.
- Plan the order of presentations, displays, and visual materials.
- Prepare a short launch speech or video highlighting the project's journey.

### 3. Design Promotional Materials

- Create posters, banners, or digital slides using the book's visual style.
- Develop a simple logo or tagline to represent the project.
- Share design elements with the Graphics & Design Team to keep everything consistent.

### 4. Sponsorship and Fundraising

- Work with the Layout & Publishing Team to find out printing costs.
- Draft letters, emails, or short videos asking local organisations or businesses to sponsor the book.
- Offer simple sponsor packages (e.g. logo in the book, copy of the publication, mention at the launch).

### 5. Publicity and Outreach

- Write short summaries or press notes that could go on the school website or newsletter.
- Collect short quotes from team members about what they learned and enjoyed.
- Help communicate with parents and community supporters about the project's progress.

## How You'll Use AI

AI is your *creative planning assistant*. It helps you brainstorm ideas, draft promotional text, and organise your outreach materials.

### 1. Brainstorming and Planning

"Give me ten creative ideas to promote a student-made science book about evolution."

### 2. Writing Promotional Text

"Write a short, friendly paragraph introducing our school's evolution book project to parents."

### 3. Designing Marketing Materials

"Suggest layout ideas for a simple project poster that includes images, a title, and a short description."

### 4. Sponsorship and Fundraising Support

"Write a polite email asking a local business to support a student book project with a small donation or sponsorship."

### 5. Event Planning

"Create a checklist for planning a small school book launch event, including what to prepare and who to involve."

#### Remember:

AI helps you plan, write, and refine ideas — but every message should sound genuine and human. You are representing our class and our work, so clarity and sincerity matter most.

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#### Who You Work With

- **Editorial Board (Marketing Lead):** to plan communication and sign off materials.
- **Graphics & Design Team:** for visuals, posters, and cover imagery.
- **Layout & Publishing Team:** for printing costs and final files.
- **Writing Team:** for quotes, excerpts, and key messages.

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#### Key Idea

Your job is to make people *want to read our book*. You show others the passion, teamwork, and creativity behind it — and make sure everyone knows the story of how *The Story of Us* came to life.