

## Creative Brief

Project Name: \_\_\_\_\_ Brief Submission Date: \_\_\_\_\_

Project Owner: \_\_\_\_\_ Project Due Date: \_\_\_\_\_

Market Segment: \_\_\_\_\_ Submitted to: \_\_\_\_\_

### Project Description & Objective

### Format

Banner

Billboard

Coupon

Flatsheet

Poster

Print Ad

Signage

Web Ad

Other: \_\_\_\_\_

### Specs

### Target

**Additional helpful details or information you would like to share?**

### Submission Details

Who should the finished art be submitted to? Please include email address and phone number of your supplier.

## Primary Message

## Headline Ideas

## Offers & Deadline

Include price, discount %, savings and deadline date etc.

## Call To Action

What do we want the recipient to do to respond? Include phone number and hard code URL's if required.

## Terms & Conditions

Misc type at the bottom – any restrictions, deadlines etc.

## Images & Visual Elements

What images would you like to use? Specific images, logos, brand requirements, food image, hotel lobby image, room image, people meeting image etc.