**1. General**

|  |  |
| --- | --- |
| **Campaign:** | |
| **Media Agency:** | **Client/Advertiser:** |

**2. Project Overview**

*(Describe project information, goals, measurable objectives.)*

**3. Objectives**

*(The purpose of this activity?)*

**5. Audience**

*(Who is the primary audience you are trying to reach? What do they currently think and how do they feel about your brand?)*

**6. Message**

*(What’s the main message the audience should be left with?  Is it the main benefit that the customer receives from your product or service? If you could add one or two other points what would those be?)*

**7. Tone**

*(Funny and casual, or formal - what do target audiences believe before your nonprofit communicates with them? What tone and imagery will be most effective, any specific visual goals?)*

**8. Additional Information**

*(Any unique specifications you need to share design wise?)*

**9. DIGITAL - We need the following information for Display Ads**

***Main Tagline:*** *copy - 1 to 5 words depending on your campaign messaging*

***Sub copy:*** *copy - short description around 15 words that’s relevant to tagline*

***Call-to-action****: copy for the button - Example: Buy now, Discover more, etc.?*

***Main Image:*** *any specific imagery we need to feature?*

***Video:*** *do we need to feature any video clips? If so please send it.*

***Style:*** *do we need to match a specific style for this campaign? Send a link or an example that we can reference.*

**10. Assets we require**

* Brand Guidelines
* Logo(‘s) vector format (.eps, .ai, .pdf)
* High Quality images or access to library that we can use (.jpeg, .png, .tiff)
* Fonts (.ttp, .otf) [or send us the Font Family name so we can purchase a license]
* Any copy you would like to feature
* Text/Visual Brief
* Social Network URLs (Facebook, Twitter, YouTube)
* Website URL
* Video - High Quality (.mov or .mp4)

**Please note: Maximum of 3 revision changes for all creatives.**

Any more changes will be additional cost of £200 per hour. We will then confirm if the campaign will be delayed and live date pushed back to accommodate the new changes. No added value will be given if it misses scheduled date.