**1. Campaign Name:**

**2. Agency / Client:**

**3. Brand**

*Choose between MailOnline | Metro.co.uk | Metro | YouMagazine | ThisIsMoney*

*If you would like to feature a specific category as well please let us know here*

**4. Competition Start Date & Time**

*(Start date for activation, use dd/mm/yyyy and 24 hour format HH:MM)*

**5. Competition End Date & Time**

*(End date for activation, use dd/mm/yyyy and 24 hour format HH:MM)*

**6. Competition Landing Page**

**6.1 Entry Mechanic**

Choose only one

Prize draw – [YES/NO]

Skill based – [YES/NO]

Votes – [YES/NO]

Other – [YES/NO]

**6.2 Headline Copy**

*Supply a brief but informative headline that mentions:
- the prize
- value of prize (if applicable)
- number of winners (if applicable)*

**6.3 Introduction Copy**

*Supply a few paragraphs for the intro copy. Be sure to include:
- Description of the prize
- Who is offering the prize
- The reason for the competition
- Instructions on how to enter
- A closing sentence with a call to action to enter*

**6.4 Terms and Conditions**

*Please fill-in the competition attached, if you don’t have this please request it*

**7. Competition Traffic Drivers**

**7.1 Traffic Drivers**

*List out all the booked traffic drivers that will direct users to your competition*

Display Ads – [YES/NO] (if yes, please specify list of ads)

Email – [YES/NO]

Social Media – [YES/NO]

Other - [YES/NO] (if yes, please specify more in more detail)

**7.2 Primary Message**

*Supply a headline or the main marketing heading for the competition*

**7.3 Supporting Message**

*Supply supporting copy for the competition, keep it short and direct*

**7.4 Hero Image/Video**

*Any specific images or video you would like to feature? If not, we will choose one for you*

**8. Additional Information**

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

**9. Please send us assets**

* Brand Guidelines
* Logo(‘s) vector format (svg, 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]
* Artwork (psd, aep, indd)
* Text/Visual Brief
* Website URL
* Video - High Quality (.mov or .mp4)