**1. Campaign Name:**

**2. Agency / Client:**

**3. Campaign Overview**

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

**4. 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 Display Ads**

**9.1 List of required ads**

*Please list the ad formats you have booked and require us to design and build.*

**9.2 Primary Message**

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

**9.3 Supporting Message**

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

**9.4 Hero Image/Video**

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

**10. 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)