**1. Campaign Name:**

**2. Agency / Client:**

**3. Campaign Overview**

(Provide a brief description of the campaign, including:

* Goals
* Target audience
* Key deliverables
* Expected outcomes)

**4. Objectives**

(What are the specific goals of this campaign? What do you want to achieve? Be as measurable as possible.)

**5. Audience**

(Who is the target audience? What do they currently think and feel about your brand? Are there any insights about their behavior or preferences?)

**6. Message**

(What is the primary message to communicate? What’s the core benefit of your product or service? If applicable, list secondary benefits.)

**7. Tone**

(What tone should the campaign have? Consider:

* Personality (e.g., friendly, professional, authoritative)
* Visual style (e.g., minimalist, bold, playful)
* Emotional appeal (e.g., aspirational, humorous, empathetic))

**8. Additional Information**

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

**9. Digital Display Ads**

**List of required ads**

(Please specify all the ad sizes and formats required for the campaign—e.g., 300x250, 970x250.)

**Primary Message**

(Provide the headline or key marketing message for the campaign.)

**Supporting Message**

(Provide any supporting copy, keeping it brief and direct.)

**Call-to-action**

(Specify the desired button text, e.g., "FIND OUT MORE," "BUY NOW," etc.)

**10. Deadline / Timelines**

(What are the key dates and deadlines for this project? Include any approval or launch dates.)

**11. Please send us assets**

* Logo(s) in vector format (SVG, EPS, AI, PDF)
* High-quality images (JPEG, PNG, TIFF) or access to image library
* Fonts (TTF, OTF) or Font Family name (for purchase)
* Artwork files (PSD, AEP, INDD, FIG)
* Text/Visual Brief
* Website URL
* High-quality video (MOV, MP4)