Creative Brief

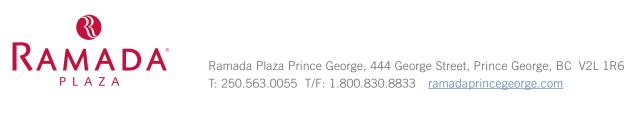
Project Name: Project Owner:		Brief Submission Date:		_
		Project Due Date:		
Market Segment:		Submitted to:		
Project Description	& Objective			
Format				
Banner	Billboard	Coupon	Flatsheet	
Poster	Print Ad	Signage	Web Ad	
Other:				_
Specs				

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

Mice 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.

