

Digital Advertisement (New Concept) Creative Brief

The following is a list of questions designed to define the overall goals of your advertisement including specific questions regarding audience, presentation and application. Please answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of this questionnaire if necessary.

1 Job Details

1.1 Where will the ad appear? (Name of publication or website)

1.2 Digital Spec Sheet

I have attached one

All specifications can be found at this website

1.3 Type of file being delivered

Jpeg

Transparent PNG

Animated GIF

Flash

Other (please specify)

1.4 Dimensions in pixels (w x h)

Leaderboard 728 x 90

Medium Rectangle 300 x 250

Skyscraper 120 x 600

Full banner 468 x 60

Mobile banner 300x 50

Custom px wide px high

1.5 Max File size kb

1.6 Animation

Max number of rotations

Max time of entire animation? secs

1.7 For Flash banners Click tags (if applicable)

Flash version

2 Copy

2.1 If you have copy, please enter it below (or in a separate document). Please contact us if you require copy to be written.

Headline

Sub heading

Body Copy

Call to action

Other mandatories

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3 Background

3.1 What type of product or service do you offer? Do you have any background information about this that you can provide?

3.2 How did your product/services/company name originate?

3.3 Do you have any design references for look and feel?

3.4 Are there any specific images that need to be used?

3.5 Who are your competitors and what do you think about their advertisements?

3.6 What sets you apart from your competitors?
What are the key reasons why customers choose your company?

4 Audience and Message

4.1 What is the overall message you wish to convey to your audience with this advertisement?

4.2 What are the secondary messages you hope to achieve?

4.3 Who is your target audience? Describe a typical customer.

4.4 Who would you like to add to your target audience? Why?

4.5 Where would you like to sit in the market?

4.6 What is the purpose of this advertisement?
To generate sales? For brand awareness?

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5 Perception

5.1 Use three adjectives to describe how the advertisement should be perceived by the user. (Examples: conservative, progressive, friendly, formal, casual, serious, expert, humorous, service-oriented, professional...)

5.2 State a single-minded phrase that will appropriately describe your company/service/product

5.3 Is this different from current image perception?

5.4 What do you feel is the biggest challenge in getting your image across to customers?

5.5 What attributes would you like your advertisement to reflect about your business?

5.6 Have you seen any advertisements that you think convey the right tone for your business, even if they are for a different product/service?

6 Additional Information

6.1 Is there anything else you feel is important for us to know?

7 Requested Deadlines

7.1 Concept

7.2 First round of amends

7.3 File delivery