

Creative Brief

Project Name: _____ Brief Submission Date: _____

Project Owner: _____ 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.



Holiday Inn
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