



Artwork Creative Briefing

It's a pleasure to help you get the most from your Campaign. To get the advert right, we need you to answer a few questions:

Your **Company**

1. Does your company have a website? What is the URL?
2. Where are you located?

Your **Campaign**

3. What do you want to say on your advert?
4. Will this advertising have an offer? What is it?
5. Does your company have a brand or design guideline? If so please provide us with it and the relevant colour scheme, typeface, etc.
6. What is your business standard typeface/font?
7. Can you provide us with your logo in one of the following options:
Ai, PSD, EPS, PDF or high quality JPG/PNG? Please make sure that you send it alongside this form.

Please return this form no later than 4 weeks prior to your campaign start. Once completed please send it back to your account manager. Wishing you a great campaign!