

DIGITAL CAMPAIGN CREATIVE BRIEF

To build effective creative for your customer's ad campaign we need to learn more about their business goals and objectives to inform the creative we build. Use this form as a tool to capture the necessary information and reference when submitting the creative order.

Once all of the required information is collected and the creative request is submitted, you will receive proofs for each of the creative types to review.

Use this form to guide your conversation, and be sure to capture all of the information with an asterisk. Those inputs are necessary to successfully complete the creative order.

All fields with () are required to successfully complete the creative request.

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CLIENT INFORMATION

Preparing this information before your meeting will save you time. Use this information to complete the Business Profile.

*Business Name: _____

Business Street Address: _____

City/State: _____ Zip Code/Postal Code: _____

Contact's name (first and last): _____ Contact Phone Number: _____

Contact Email Address: _____ Business Website: _____

*SELECT THE CREATIVE PRODUCTS THAT NEED TO BE BUILT

Select the creative types that need to be built for your ad campaign and complete the corresponding sections in addition to the Creative Questionnaire.

Display Ads

Video Ads

Clipper MAGAZINE | LOCAL Flavor | Mint MAGAZINE | REACH | GREAT DEALS[®] Magazine | market MAGAZINE | get 1 free coupon magazine

A VERICAST BUSINESS

PRODUCTION INFORMATION

Acct# _____ **IO#** _____ **Issue Codes** _____

CAMPAIGNS

Campaign 1 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

Campaign 2 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

Campaign 3 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

Campaign 4 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

Campaign 5 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

Campaign 6 - Start date _____ **End date** _____

Digital Homes: _____ Retargeting %: _____

Landing Page, Build, and Hosting

Landing Page: _____

*Retargeting % may vary with each campaign. Adjustments may be made to optimize reach and frequency.

Demographics: Fill in campaign number next to desired demo.

<p>Personal</p> <p>Gender: <input type="checkbox"/> Female present <input type="checkbox"/> Male present</p> <p>Age: <input type="checkbox"/> Presence of Ages 18-24 <input type="checkbox"/> Presence of Ages 25-34 <input type="checkbox"/> Presence of Ages 35-44 <input type="checkbox"/> Presence of Ages 45-54 <input type="checkbox"/> Presence of Ages 55-64 <input type="checkbox"/> Presence of Ages 65-74 <input type="checkbox"/> Presence of Ages 75+</p> <p>Education: <input type="checkbox"/> College Graduates <input type="checkbox"/> Graduate School Graduates <input type="checkbox"/> High School Graduates <input type="checkbox"/> Some College</p> <p>Presence of Children: <input type="checkbox"/> Children All Ages</p> <p>Presence of Children in Age Ranges: <input type="checkbox"/> Children Ages 0-3 <input type="checkbox"/> Children Ages 4-6 <input type="checkbox"/> Children Ages 7-9 <input type="checkbox"/> Children Ages 10-12 <input type="checkbox"/> Children Ages 13-18</p> <p>Number of Children: <input type="checkbox"/> No Children <input type="checkbox"/> One Child <input type="checkbox"/> Two Children <input type="checkbox"/> Three Children <input type="checkbox"/> Four or More Children</p> <p>Pets: <input type="checkbox"/> Pet Owner <input type="checkbox"/> Cat Owner <input type="checkbox"/> Dog Owner</p> <p>Residence</p> <p>Dwelling Type: <input type="checkbox"/> Residential-Single Family <input type="checkbox"/> Residential-Multi Family <input type="checkbox"/> Commercial</p>	<p>Year Built: <input type="checkbox"/> Home Built Before 1900 <input type="checkbox"/> Home Built 1900-1940 <input type="checkbox"/> Home Built 1941-1950 <input type="checkbox"/> Home Built 1951-1960 <input type="checkbox"/> Home Built 1961-1970 <input type="checkbox"/> Home Built 1971-1980 <input type="checkbox"/> Home Built 1981-1990 <input type="checkbox"/> Home Built 1991-1995 <input type="checkbox"/> Home Built 1996-2000 <input type="checkbox"/> Home Built 2001-2005 <input type="checkbox"/> Home Built 2006-2010 <input type="checkbox"/> Home Built After 2010</p> <p>Length of Ownership: <input type="checkbox"/> Less Than 1 Year <input type="checkbox"/> 1-3 Years <input type="checkbox"/> 3-7 Years <input type="checkbox"/> 7-15 Years <input type="checkbox"/> More Than 15 Years</p> <p>Purchase Price: <input type="checkbox"/> Less Than \$100,000 <input type="checkbox"/> \$100,000-\$200,000 <input type="checkbox"/> \$200,001-\$300,000 <input type="checkbox"/> \$300,001-\$400,000 <input type="checkbox"/> \$400,001-\$500,000 <input type="checkbox"/> \$500,001-\$700,000 <input type="checkbox"/> \$700,001-\$1,000,000 <input type="checkbox"/> Greater than \$1,000,000</p> <p>Home Value: <input type="checkbox"/> Less Than \$100,000 <input type="checkbox"/> \$100,000-\$150,000 <input type="checkbox"/> \$150,001-\$200,000 <input type="checkbox"/> \$200,001-\$250,000 <input type="checkbox"/> \$250,001-\$300,000 <input type="checkbox"/> \$300,001-\$350,000 <input type="checkbox"/> \$350,001-\$400,000 <input type="checkbox"/> \$400,001-\$450,000 <input type="checkbox"/> \$450,001-\$500,000 <input type="checkbox"/> \$500,001-\$600,000 <input type="checkbox"/> \$600,001-\$700,000 <input type="checkbox"/> \$700,001-\$800,000 <input type="checkbox"/> \$800,001-\$1,000,000 <input type="checkbox"/> Greater than \$1,000,000</p>	<p>Home Square Footage: <input type="checkbox"/> 1,000-1,499 Square Feet <input type="checkbox"/> 1,500-2,000 Square Feet <input type="checkbox"/> 2,001-3,000 Square Feet <input type="checkbox"/> Greater Than 3,000 Square Feet</p> <p>Number of Bedrooms: <input type="checkbox"/> 0 Bedrooms <input type="checkbox"/> 1-2 Bedrooms <input type="checkbox"/> 3 Bedrooms <input type="checkbox"/> 4 Bedrooms <input type="checkbox"/> 5+ Bedrooms</p> <p>Swimming Pool: <input type="checkbox"/> Has Swimming Pool</p> <p>Climate Control: <input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heating</p> <p>Exterior Siding: <input type="checkbox"/> Aluminum or Vinyl <input type="checkbox"/> Brick <input type="checkbox"/> Wood</p> <p>Garage Size: <input type="checkbox"/> 1 Car <input type="checkbox"/> 2 Cars <input type="checkbox"/> 3 Cars <input type="checkbox"/> 4+ Cars</p> <p>Garage Type: <input type="checkbox"/> Attached Garage <input type="checkbox"/> Has Garage</p> <p>Roofing: <input type="checkbox"/> Asphalt <input type="checkbox"/> Composition Shingle <input type="checkbox"/> Metal <input type="checkbox"/> Shingle (Non-Wood) <input type="checkbox"/> Tile <input type="checkbox"/> Other</p> <p>Recent First Time Home Buyer: <input type="checkbox"/> Known First Time Home Buyer</p>	<p>Recent Mortgage Borrower: <input type="checkbox"/> Known New Mortgage Last 6 Months <input type="checkbox"/> Known New Mortgage Last 12 Months</p> <p>Recent Home Buyer: <input type="checkbox"/> Known Home Buyer Last 6 Months <input type="checkbox"/> Known Home Buyer Last 12 Months</p> <p>Home Owner Type: <input type="checkbox"/> Home Owner <input type="checkbox"/> Renter</p> <p>Investment Property: <input type="checkbox"/> Investor</p> <p>Length of Residence: <input type="checkbox"/> Less than 1 Year <input type="checkbox"/> 1-3 Years <input type="checkbox"/> 3-7 Years <input type="checkbox"/> 7-15 Years <input type="checkbox"/> More Than 15 Years</p> <p>Home Type: <input type="checkbox"/> Single Family Residence <input type="checkbox"/> Multifamily 2-4 Units <input type="checkbox"/> Multifamily 5+ Units <input type="checkbox"/> Manufactured Housing <input type="checkbox"/> Other</p> <p>Consumer Finance</p> <p>Estimated Household Income: <input type="checkbox"/> Less than \$50,000 <input type="checkbox"/> \$50,000-\$74,999 <input type="checkbox"/> \$75,000-\$99,999 <input type="checkbox"/> \$100,000-\$124,999 <input type="checkbox"/> \$125,000-\$149,999 <input type="checkbox"/> \$150,000-\$174,999 <input type="checkbox"/> \$175,000-\$199,999 <input type="checkbox"/> Above \$200,000</p> <p>Other Demos: _____</p>
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*CREATIVE QUESTIONNAIRE

Please supply the URL of the click-through destination. Live link Link to be created
(This should be a link accessible on the web)

The click-through destination is the page viewers of the ad are directed to. For example, this can be a website home page, a specific page on the business' website, or even a Facebook page. The best practice is to pick a page that expands on the content of the ad and encourages the person that clicked on the ad to complete an action.

*Please describe the product and/or service your customer would like to feature:

How does your customer differentiate from its competitors? Please describe in detail and include at least three examples of direct competitors. Please include as much information about the competitors that you can (e.g. their website URL).

What is the primary goal of this advertising campaign? (Choose only one)

- | | |
|---|--|
| <input type="radio"/> Drive customers to a website | <input type="radio"/> Drive phone calls |
| <input type="radio"/> Build an email list | <input type="radio"/> Promote a brand |
| <input type="radio"/> Promote an event (such as a sale) | <input type="radio"/> Promote a specific product |
| <input type="radio"/> Drive foot traffic | |

Will your customer provide images for the creative we build?

- Yes** - Please be sure to collect up to 3 images from your customer for their display ads (and up to 5 for Social Carousel ads) and upload the images when submitting this creative brief through ATOL. or provide an issue code here for an ad we can pull images from_____
- Images must be in the following formats: .jpg, .jpeg, .png, .gif and with a max file size of 200M. You must own the rights to any images provided.
- No** - if selecting this option, we will select stock images that best reflect the text provided for the ad.

Would your customer like to include their logo in their creative?

- Yes** - please upload new logo when submitting this brief through ATOL or provide an issue code here for an ad we can pull their logo from_____
- The max file size that can be uploaded is 200M and the images must be in one of the following formats: .jpg, .jpeg, .png, .gif.
- No**

DISPLAY ADVERTISING CREATIVE

DISPLAY AD COPY

Make sure the copy you provide reflects the goals of the advertising campaign selected in the Creative Questionnaire. For example, if they are promoting a sale, the copy should provide details on the sale prices and products.

Copy for image 1 Uploaded in ATOL Reference from _____ (Issue Code)

Copy for image 2 Uploaded in ATOL Reference from _____ (Issue Code)

Copy for image 3 Uploaded in ATOL Reference from _____ (Issue Code)

Please provide the phone number that should be used to enable Click-to-Call with this display ad creative unit(s): _____
(only provide number if needed)

VIDEO ADVERTISING CREATIVE

*Does your customer already have a video ad created that they would like to use for this campaign?

- Yes** - please submit your video file with this creative brief and ensure it meets these requirements:

File Format: MP4 Video (codecs can be MPEG2, WMV, H.264/AAC), Duration: 30 seconds max, Resolution (in pixels): 960x720 preferred; 960x540 minimum

- No** - Complete the Building Your Video Ad section

BUILDING YOUR VIDEO AD

Only complete this section if you answered No to the previous question

Will your customer provide images for the video advertising creative we build?

- Yes** - Please be sure to collect up to 3 images from your customer for their video ad and upload the images when submitting this creative brief through ATOL, or provide an issue code here for an ad we can pull images from _____
Images must be in the following formats: .jpg, .jpeg, .png, .gif and with a max file size of 200M. You must own the rights to any images provided.
- No** - if selecting this option, we will select stock images that best reflect the text provided for the ad.

Video Ad Copy - Make sure the copy you provide reflects the goals of the advertising campaign selected in the Creative Questionnaire. For example, if they are promoting a sale, they should provide details on the sale prices and products.

Please add up to two lines of copy for each image

Copy for image 1	<input type="text"/>
Copy for image 2	<input type="text"/>
Copy for image 3	<input type="text"/>
Copy for image 4 (Adv package only)	<input type="text"/>
Copy for image 5 (Adv package only)	<input type="text"/>

*Would your customer like their business logo featured in the video ad we build?
If so, please upload new logo when submitting this brief through ATOL or provide an issue code here for an ad we can pull their logo from _____

- Yes** **No**

Specify the phone number that should be displayed at the end of the video: _____

- Yes** **No**

Is your customer providing audio files to incorporate in their video?

- Yes** - Ensure that the audio files are in one of the following formats: .mp3, .wav, .m4a
- No** - If Audio is not provided and we are to record the audio and if there is a preference of the voice tone, then you may review the voice samples in the links below and let us know which artist should record the audio.

Male Artists: <https://internetjock.com/browse?category=51bc464ab012269e23278d55#>

Female Artists: <https://internetjock.com/browse?category=51f33aecb01226662839fc73#>

If the answer to the previous question was no, is there a preference in voice tone?

- Yes**
- Male Tone **Voice Artist:** _____
- Female Tone **Voice Artist:** _____
- No**

Ensure that all files you are including for your video ad creative meet the following requirements:

Images Logo as a vector/high resolution image (SVG or EPS); Editable PDF; High-resolution (at least 800 x 600 px) JPEG/JPG, GIF, TIF or PNG; Camera-ready print ad as an editable PSD (Photoshop file) with high-resolution images (Min. 800 x 600 px dimension) **Video** File Format: MP4 Video (codecs can be MPEG2, WMV, H.264/AAC) Duration: 30 seconds max Resolution (in pixels): 960x720 preferred; 960x540 minimum **Audio** File Format: Compressed MP3 Format Encoding: 44.1 kHz Constant Bit Rate: 128 kbps minimum.