



# *Motion Graphics Advertising Creative Brief*

**Prepared by:**

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By answering the questions in this questionnaire, you will be providing Summit Media Design, LLC with some detailed information that is needed to exceed your expectations. We hope this will get your ideas in motion so we can get your project under way and meet your deadlines.

Do the best you can to answer the questions, have fun and feel free to contact us at any time with any questions or comments.

To fill in this document, you will need Adobe Acrobat 5 or higher.  
Get the latest version of this product here: <http://get.adobe.com/reader>

## 1. Contact Information

Business Name:

Contact:

Email:

Phone:

## 2. Advertising Campaign Type

a. *Will this ad be an extension of an existing advertising campaign?*

Yes

No

*If yes, please provide a copy of the ad we will be styling this campaign after.*

### 3. Target Audience

a. Identify the AUDIENCE you will target in your ad: select all that apply

Kids

Teens

Adults

Elderly

Low Income

Middle Income

High Income

Ethnic Group

b. What is a KEY STYLE ATTRIBUTE that would best describe your audience?

Fun / Whimsical

Simple / Clean / Uncluttered

Sophisticated / Upscale

Corporate / Professional

Serious / Subdued

High-Tech / Digital

Retro / Vintage

Energetic / Fast-Paced

Seductive / Sultry

c. *What is your PRIMARY GOAL for this ad:*

AWARENESS - make audience aware of my business, brand or product

DRIVE SALES - sell a product or service

PERCEPTION or IMAGE - set, remind, or change

Other (list below)

d. *Select ONE MESSAGE or ELEMENT that you feel is ESSENTIAL for the audience to remember after seeing your ad.*

My business name

How to find me (address, phone number, web address, etc.)

Promise or Competitive Advantage (Lowest Prices in Town, Voted #1, etc.)

A visual element (a photo, a logo, etc.)

Other (list below)

## 4. Advertising Text

a. Do you want a *HEADLINE* or *STRONG STATEMENT* designed into your ad?

b. Do you have a *PROMISE* or *COMPETITIVE ADVANTAGE* statement you would like designed into your ad?

c. Do you have *BULLET POINT* text you would like to have designed into your ad?

d. *Type the STREET ADDRESS, PHONE NUMBER, and WEB address as you would like to see it on your ad.*

e. *NOTES for the designer.*

## 6. Creative Assets

a. Will you be providing a PHOTO(S) to be used in your ad? We can accept PSD, TIF, PNG and JPG files.

Yes

No

b. Will you be providing a COMPANY LOGO(S) to be used in your ad? We can accept EPS, AI, PSD, TIF, PNG and JPG files.

Yes

No

c. If your ad will have a voice over, please identify the gender of the voice you would like.

Child

Male

Female

Ethnic

d. If you chose "Child" or "Ethnic / Accent" please identify Boy or Girl, or the Ethnic / Accent style you are requesting.

c. My favorite form of communication is:

Phone

Email

Text Message