



Creative Design Brief

FOR OUTDOOR MEDIA ARTWORK

Please complete the following form to help us get started with your outdoor advertising campaign creative design.

Company Name:

Contact Name:

Contact Number:

Email Address:

What does your company do?

What is the specific goal of this particular advertising campaign / creative design?

Is there any specific wording or images you wish to feature as part of your creative design?

What sort of audience or customers do you wish to appeal to with this creative design?

Any other details? (e.g. Deadlines / Assets / Guidelines / Restrictions)



Please make sure you email through any relevant logos and images with this form.

The ideal file type for logos is EPS or AI, and supplied images/photos should be provided in as high a resolution as possible.

Contact Civic Outdoor for details on pricing, or for any further information.