

## PELMOREX CREATIVE SERVICES BRIEF



Agency		Today's Date	
Client		Deadline	
Campaign Name		Campaign Period	
<b>Products/Ad Sizes (Include number of versions up to a max of 3)</b>			
<b>Campaign Background:</b> Overview of campaign, objectives, messaging and KPI's			
<b>Design:</b> Provide a brief overview of the vision for the final creative			
<b>Assets:</b> Please list out all available assets including URL and Click Tags			
<b>Copy:</b> Please list out all copy to be included in the ad unit			
<b>Additional Comments:</b>			

### Reminders:

- Creative is limited to two rounds of revisions. If more than two rounds of revisions are necessary additional costs may be added.
- Please note max of 3 versions of creative is allowed. Additional versions may be subject to additional costs. Versions are not limited to ad size or French/English.
- Client to provide all assets and content associated with the ad, including but not limited to logos, images, videos, copy, branding, etc. (Please refer to the product spec document for further clarification on what assets are acceptable.)
- Appropriate amount of lead time to ensure on-time completion. (Please refer to the product spec document or lead times)