



**get easy advertising**  
creative solutions for business growth

[505] 670-8230

Date in: \_\_\_\_\_

Creative Strategy for:

\_\_\_\_\_  
(project name/company name)

**Product/Service:**

**Target Audience:**

**Media:**  Marketing Plan  Integrated Advertising Campaign  Web Site Design  Web Advertising Banner  
 Web Advertising Campaign  Animated Web Advertising  Magazine Ad  Newspaper Ad  Print: Special  
Publication  Newspaper Campaign  Logo Design  Trade Show Design  Other: \_\_\_\_\_

**Primary Customer Benefit:**

**Objective/Communication Points (primary):**

**Additional Communication Points:**

**Strategy:**

**Executorial considerations:**  Color  Black and white only  Translations: \_\_\_\_\_

Other: \_\_\_\_\_

**Additional communication points or revisions to statements above:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

