



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: _____

