

Local Digital Billboards

Creative Brief

Designer frames to fit your style



INDIGO
VISION CENTER

GEORGETOWN | 843.546.2244



MICHAEL KORS

Have fun
in the sun again.

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IT'S
PRIME
TIME

P

PAWLEYS
PRIME
STEAK & FISH

5PM-10PM

Success is in the creative

Your ad will get seen, the location ensures this. Your ad will get response when you stick with these essential elements:

- ▶ WHO ARE YOU?: Share with me your logo in EPS format with a transparent background, this is ideal for me to change the background to a color that will make an impact. In a pinch, I can use a high resolution JPG image, but this is not preferred.

ATTACHED FILE NAMES AND FILE TYPE: _____

- ▶ HOW DOES THE COMMUNITY IDENTIFY YOUR BRAND? Do you have specific PMS colors associated with your brand? Do you have any identifying symbols we should include? Do you have a specific font you use in your other marketing campaigns? Share these with me so we can have consistency among your touch points with consumers.

PMS COLORS: _____

IDENTIFYING SYMBOLS: _____

SPECIFIC FONT: _____

- ▶ WHAT DO YOU WANT TO SAY?: Keep text short and concise: can you say it in 3 words? DO! If you have more than one thing to say (i.e: Happy Hour Tonight, Live Music Friday), let's design 2 different ads to go into rotation, that's the benefit of digital. For this segment, please provide the exact verbiage you would like to use, or give me a one sentence synopsis and I will brief it.

USE THIS TEXT: _____

OR THESE SENTENCES: _____

- ▶ **WOW FACTOR:** Pictures can say it all, or they can be too busy to make an impact. If you have photos to share, send them in the highest resolution possible. If you have more than one image or item, send them all but I will pick the best one. There is such a thing as too much of a good thing when it comes to digital billboard advertising. Pictures must be yours or you must have permission (for example Co-Op advertisers for a brand).

MY PHOTOS ATTACHED AND WHAT THEY MEAN TO CONSUMERS: _____

- ▶ **MUST HAVES:** Do you have disclaimers or other text that needs to be included for legal reasons? Do you have a product that needs to be included in addition to your logo and other image? In this segment, please let me know what **MUST** be on the billboard.

MUST HAVES AND WHY: _____
