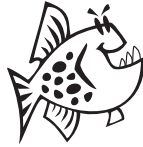


# Ad. Brief



**Pink Piranha**

Design with a bite

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PO Box 1022 Subiaco 6904

**Client name:**

**Date:**

**Media:**

**Job No.**

## About your business

Company name:

Telephone:

Mobile:

Fax:

Company address:

P.O. Box address:

Web address (if any):

Contact email address:

Preferred method of contact:

What is required? (e.g. 30 sec tvc)

What is the creative challenge?

Who is the target audience? (demographics)

What do we know about them? (psychographics)

What do we want them to think as a result of seeing the ad/s?

What is the ONE thing we want to say?

Why are we right in saying this? (e.g. research)

Tone required (if a preference)

Mandatories (e.g. website, phone number/s, logo, etc.)