CREATIVE Brief 2019

What are you looking to create? Podcast | Radio Ad | Online Audio | On-Hold Message | Audio Brochure

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When do you want the campaign to launch?

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Over what period of time do you wish to run the campaign?

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What is the goal of the campaign?

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Who would you consider to be your target audience?

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Which radio stations are you looking to advertise on? (if applicable)

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Key dates

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What is your strapline?

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What must we say?

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What would you like us to say?

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What is the CTA?

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VO preferences

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Do you own any assets we need to include? Audio, idents etc,

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Do you have a budget in mind?

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