

# CREATIVE BRIEF

**PREPARED FOR:**

**PROJECT DATE:**

0/00/2023

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**Instructions:** Please fill out the form below to the best of your knowledge. This information is essential to the quality and success of your project.

**NOTE:** In cases of scheduling conflicts or other deadline related issues, we will contact you directly to resolve. Standard turn time for most requests is 7-10 business days depending on the complexity of the project and the current workload and schedule. If your project requires expedited delivery, please contact us directly at [osgdesigngroup@gmail.com](mailto:osgdesigngroup@gmail.com) to work out the details.

**PROJECT DETAILS:**

**Client Objective:** How does this project fit into and/or solve the client's unique problem or situation?

**Specific Consumer Targets/Demographics:** What target audience(s) should this ad appeal to?

**Call to action/offers:** What specific offer(s) or mechanism(s) should the ad use to prompt response from consumers?

**Overall Net Impression:** What is the 3-second impression the consumer should get when looking at this ad? Additional art or references included with this request (ad samples, hi-res art, logos, etc).

**Other Notes:**

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**OSG**  
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THANK YOU!