

Simple Creative Request Form Template Example

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PROJECT TITLE	"Positive Charge Summer Promo Campaign" *Enter a descriptive name that summarizes your project*
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REQUESTER INFORMATION

NAME	Jordan Lee		
DEPARTMENT	Marketing Department		
PHONE		EMAIL	jordan.lee@positivecharge.com

CREATIVE PROJECT DETAILS

PROJECT DESCRIPTION	A multi-platform marketing campaign to promote our new super-fast EV charging stations launching this summer. (Briefly describe what the project is about)
OBJECTIVES	Increase brand awareness by 30% and boost summer sales by 20%. (State clear goals you aim to achieve with this project)
TARGET AUDIENCE	EV owners aged 30-45, environmentally conscious, tech-savvy. (Describe the specific group of people you're targeting)
DELIVERABLES	1 logo design, 3 social media banners, 1 email template, 4 promotional posters. (List all the items you need created for this project)
CREATIVE BRIEF	We're looking for vibrant, energizing designs that convey speed and efficiency, aligning with our brand's commitment to sustainability. The tone should be optimistic and forward-thinking. (Provide direction on the style, tone, and key messages)

DEADLINE	All materials needed by July 15th for a July 20th campaign launch. (Specify the due date for the final deliverables)
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BUDGET	\$5,000 for the entire campaign. (Mention the budget allocated for this project)
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APPROVAL PROCESS	Final designs to be approved by the Marketing Manager and CEO. (Indicate who in your organization will review and approve the work)
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