

# Input Document

## Advertiser Questionnaire

Please take the time to fill out this questionnaire, with as much or as little information as required. The creative brief lays out the visual design directions to explore and the objective of the ad. We will use the information on this form to make sure that we are both focused and are on the same page throughout the development of your Washatopia VTM ad.

## Contact Information

Company Name:

Contact Name:

Web Site:

Address:

Phone: (        )        -

Email:

## Ad Information

Tell us a little about your company or organization. What do you do? What is your mission?

Tell us your main goal for the VTM ad:

What is the overall tone of the ad? Whimsical? Serious? Celebratory? Eccentric? Formal? Other?

Who is the target audience, and what appeals to them?

If you want us to consider competitors' messages, please provide their websites:

What information and/or visuals or logos must be included in the final ad?

Please provide the copy (words) you would like to appear in the ad. If you want us to write a headline or play with the copy you provide, we will be happy to, just let us know if you would like us to.

**Thank you for advertising with Washatopia!**