

The selling proposition (What's your single most important selling point?):

Creative recommendations (Important points to be included in the advertisement and any suggestions about layout):

Local considerations including cultural differences:
(for international trade advertising)

Are photographs available (if appropriate) to include in your advertisement? If yes, specify:

Call to action (Specifically, how can the audience request more information? For example, "Send the coupon for a copy of... *name of publication.*" Provide addresses and telephone numbers.):

Media recommendations (publications, size, colour, markets, industry sectors):

Evaluation criteria and methods (How do you plan to track and evaluate results of the advertising?):