

CREATIVE WORKPLAN

– Product/Service Name –

CLIENT

Widgets R US

THE OBJECTIVE What is the purpose of the advertising?

THE AUDIENCE Who are they, what do they feel, what do they need?

THE PROMISE What will product/service do for the audience to fulfill their need?

THE SUPPORT What are the most important facts that support the promise?

THE TONE What is the feeling or mood the advertising must convey? (attach references if necessary)

THE CONSTRAINTS What are the legal and other mandatory constraints?

I agree that the above information is the necessary criteria for the development of this project. Any changes that deviate from this Plan will be charged at an hourly rate not included in the original estimate.



MacBethDESIGN, Inc.

Date

Client

Date