**Simple Creative Request**

**Form Template Example**

|  |  |
| --- | --- |
| **PROJECT TITLE** | "Positive Charge Summer Promo Campaign"\*Enter a descriptive name that summarizes your project\* |

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) |

|  |  |
| --- | --- |
| **BUDGET** | $5,000 for the entire campaign.(Mention the budget allocated for this project) |

|  |  |
| --- | --- |
| **APPROVAL PROCESS** | Final designs to be approved by the Marketing Manager and CEO. (Indicate who in your organization will review and approve the work) |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |