**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12045&utm_source=template-word&utm_medium=content&utm_campaign=Sample+Simple+Creative+Request+Form-word-12045&lpa=Sample+Simple+Creative+Request+Form+word+12045)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\* |

REQUESTER INFORMATION

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

CREATIVE PROJECT DETAILS

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| --- | --- |
| **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) |

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| **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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