Briefing form.

Fill in what you know. Leave the rest open: we'll ask.

You can fill it in with Acrobat, Preview or your browser. Save the form and upload it at bannerbazen.nl/en/upload, or email it to hallo@bannerbazen.nl.

1 About you

Company or agency

Contact person

Email

Phone

Media agency or publisher (if there is one)

2 The campaign

Campaign name

Brand or product

What should the campaign do?

- ☐ Awareness
- ☐ Consideration
- ☐ Conversion
- ☐ Other

Who is it for?

The message in one sentence

Offer or promotion (price, conditions, run time)

Button text (call to action)

Landing page (URL)

3 What we make

What needs to be made?

- [ ] HTML5 banners & display
- [ ] Rich media & high impact
- [ ] Dynamic creative & feeds
- [ ] Social video & ads
- [ ] Digital out of home

Formats (for example 300×600, 300×250, 970×250, 1080×1920)

Platform or ad server

- [ ] DV360
- [ ] Adform
- [ ] Xandr
- [ ] Campaign Manager 360
- [ ] Meta
- [ ] TikTok
- [ ] Don’t know yet

Other, namely

Maximum weight per format (KB)

Animation length and loops

Languages or versions

4 What’s already there

What can you send along?

- [ ] Key visual or campaign image
- [ ] Logo (vector)
- [ ] Fonts (with web licence)
- [ ] Photos or video
- [ ] Copy per format
- [ ] Brand identity or guidelines
- [ ] Spec sheet from the publisher
- [ ] Examples of earlier work

Where is it? (link, WeTransfer, Dropbox)

5 Planning

Brief sent on

First design, ideally on

Live on

Who signs it off?

Number of feedback rounds

6 Budget and anything else

Budget (indication)

Anything else we should know?

Done? Upload it at bannerbazen.nl/en/upload or email it to hallo@bannerbazen.nl. Within one working day you'll know what's possible.