Creative Assignment Form

☐ **Advertising/Collateral**   ☐ **Interactive (i.e. web and email)**

☐ **Mail**   ☐ **On-property Marketing Technology**

Contact Name: **Project Name:**

Department: **Date Submitted:**

Phone: **Completion Due:**

Part I: Assignment Information

Enter date first draft layout is requested for review (this date may change depending on scope of work and availability of assets and information):

1. What specific product/program is the focus? Please give a detailed description.

2. What are the dates, times and location(s) that **must** be included (in order of importance)? This should include valid dates and reservation instructions as well as any prize structure to be stated.

Part II: Project Specifications

1. Provide all necessary legal/disclaimers for your specific program that need to be used in addition to the standard disclaimers. For instance, marketing partnerships (with Starbucks, Coca-Cola, etc.) might require additional disclaimers.

2. List all necessary graphic and copy elements to be used in this project. Please specify if images will be supplied and by whom.

Part III: Direct Mail Specifications – indicate type of mailer in elements

1. Mail Drop Date or Email Deployment Date.

2. Offer Valid Date or Event Date

3. Does this contain coupons? If yes, indicate the number of coupons and if they require a barcode.

4. Type of mailer (email, self-mailer, large or small postcard, letter w/envelope, etc.)

5. What are the criteria? Please provide segmentation or other information such as frequency, tier, geography, etc., as applicable. PLEASE ADD ROWS AS NEEDED

Segment Information	Offer(s)	Is Offer Available In Any Other Way? Please Specify.

6. Number of versions needed

7. Total Quantity (indicate by versions if applicable)

8. Budget (please specify printing and postage separately), if applicable

9. Postage (First, Bulk, Live Stamp, Indicia, etc.)

Part IV: Project Elements – all element information must be complete

Element Name Ads must include pub name and insertion dates	Size Must include trim, bleed and visual opening for signage and actual length for broadcast elements	Shipping Method	Date final files due to vendor/pub	Ship to: