

CLIENT CREATIVE BRIEF

CLIENT ANALYSIS

What makes your company unique and what do you do well?

What are your company values?

PRIMARY GOAL OF CAMPAIGN

WEBSITE TRAFFIC	APP DOWNLOADS	BRAND AWARENESS	EVENT PROMO	SOCIAL MEDIA
RETAIL TRAFFIC	PRICE POINT	CO-BRAND	PRODUCT	PSA
OTHER				

CREATIVE STRATEGY

What is your vision of the car wrap?

What color scheme would you like?

Are there specific brand fonts that you would like to use (please provide font files)

Please list 3-5 verbs/adjectives of your creative needs (i.e. fun, serious, edgy, modern, etc.)

Please list any text, web addresses, phone numbers, or taglines that you would like included on the wrap.

Please provide examples of car wrap designs that you like. Describe what you like and what you don't like.

NOTE: Are there existing designs that show the company's branding? If so please provide Wrapify with all available assets. This includes style guides, documents, stationary, signage (anything that will help with the design direction of the car wrap)