



## **Content requirements for brand ad creation**

- Product information
- Suggested messages
- Fonts (for Apple Mac)
- Colour Scheme (in pantone colours)
- Available media assets (e.g., pack-shots; print ads; existing TV ads; existing radio ads)
- Brand guidelines
- Product images at the highest resolution
- Logos at the highest resolution
- Voice-over style guidelines/preferences
  - Male/female voice
  - Accent/no accent
  - Age (eg young adult/mature/etc)
- Music bed/SFX guidelines/preferences
- Any other useful information