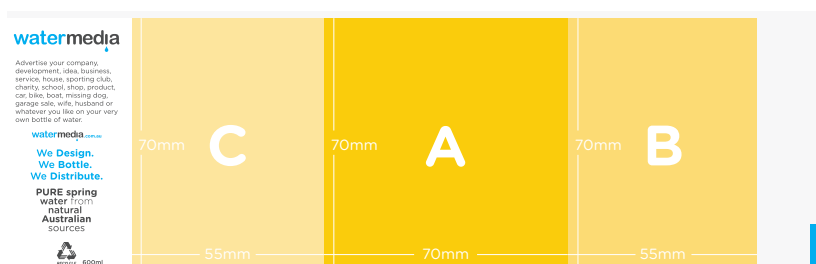




WATER MEDIA ARTWORK BRIEF

Please answer the following questions and email us back along with all associated artwork/fonts

1. Company Name. Tell us a bit about your company
2. Your Industry?
3. Does your company have a mission statement?
4. What is the objective, the purpose of the ad?
5. Who are we talking to? Description of target audience: Occupation, gender ratio, average age, nationality/location, psychological demographic, lifestyle preferences etc
6. What's the single most important thing to say?
7. Your Message objectives: Hierarchy of messages: Refer to artwork zones A, B & C (See below). Treatment of headlines, body copy, visuals, product samples, call-to-action.
8. Font specification (If relevant please provide us with any specific fonts you would like us to use):
9. Do you have any corporate colours you would like us to use? If so please provide us with the CMYK breakdown
10. Please provide us with any logos, images or fonts you would like us to use. Logos in eps format and images in high res
11. Where to look for inspiration: Give brief examples of style / overall look you want the item to achieve. What aspects of the product or branding can be used as a starting point for the design? What feelings or metaphors reflect the spirit of your product or company?



IMPACT ZONES

1. ZONE A: Primary Zone = High impact. Seen from outside the fridge. *For main message. Keep message simple and uncluttered for maximum impact.
2. ZONE B & C: Secondary Zones. Not seen from outside fridge. *For secondary level messages. Keep message simple and uncluttered for maximum impact.