



MacBethDESIGN, Inc.

CREATIVE WORKPLAN

Client _____

Date _____

Product/Service _____

The Objective: What is the purpose of the advertising? _____

The Audience: Who are they, what do they feel, what do they need? _____

The Promise: What will product/service do for the audience to fulfill their need? _____

The Support: What are the most important facts that support the promise? _____

The Tone: What is the feeling or mood the advertising must convey? (attach references if necessary) _____

The Constraints: What are the legal and other mandatory constraints? _____

I agree that the above information is the necessary criteria for the development of this project. Any changes that deviate from this Plan will be charged at an hourly rate not included in the original estimate.

MacBethDESIGN, Inc. _____ Date _____

Client _____ Date _____

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