

CREATIVE BRIEF: 30 SECONDS

Welcome to Pecan Pie Productions and our creative process. Below you will find out information for what's needed for your ad. We require four things:

1. Content questionnaire below
2. Photos or videos in the specs listed on page 2
3. Your logo in the specs listed on page 2

You will be uploading the photos, video and logo to this link:

<https://www.hightail.com/dropbox?dropbox=PecanPieProductions>. Please complete the content questionnaire and the voiceover brief below, and scan and email them back to shannon.flint@pecanpieproductions.com or return them via fax to 415.520.0227.

The information you provide us with will be essential to our creative process so please be specific in your responses.

CONTENT QUESTIONNAIRE:

Please keep in mind that this is "image advertising". If you show too much information, the viewer will look away. Let's keep your message simple and focused. For example, driving people to your web page rather than showing your physical address and phone number is a great way to do this. Please fill out the following:

		SHOULD THIS BE INCLUDED IN THE AD? (CIRCLE ONE)	
COMPANY NAME		YES	NO
ADDRESS		YES	NO
PHONE		YES	NO
WEB ADDRESS		YES	NO

What are the three (3) key points you want communicated in your ad?

- 1) _____
- 2) _____
- 3) _____

Do you have any specific color(s) that you want used in your ad? (Yes or No)

If yes, which colors? If applicable, please differentiate between the primary and secondary colors that you want emphasized.

What type of music would you like in your ad? (Example: Smooth Jazz-y, Rock & Roll, Banjo, Upbeat, Relaxing, etc.)

(888) 990-8777 / TOLL FREE
(415) 520-0227 / FAX

3288 21st Street
Suite 239
San Francisco CA 94110
pecanpieproductions.com



SPECIFICATIONS FOR PHOTOS, LOGOS AND VIDEOS:

Please send up to ten (10) photos (we may not use them all so don't be offended), as well as your company logo. We require the following specifications:

1. Photos:

- a. High quality .JPG, TIFF or PDF files preferred with a minimum resolution of 72 dpi (smaller images are possible to use but they are subject to review)
- b. Photoshop files "PSDs" with layers

2. Logo(s):

- a. .AI, .EPS, .TIFF, .PDF, .JPG, .PSD

3. Videos:

If you are sending us video footage to incorporate into your ad, please provide us with the best master copy possible.

- a. Resolution: 1920 x 1080 or 1280 x 720 Quicktime (.MOV), (.AVI) or (.WMV)
- b. Pixel: Square
- c. Frame Rate: 24fps
- d. Scan Type: Progressive
- e. Compression: Uncompressed Quicktime
- f. Audio: Embedded Audio : not to exceed -10dbfs

SPECIFICATIONS FOR A COMPLETED AD:

First of all, if you are sending us a completed ad we are very proud of you. Please render the spot at 1280 x 720 Quicktime (.MOV) (.AVI), or Windows Media Files (.WMV). We can also work with a DVD format.

If you would like any changes in the completed ad, please email those requested edits to Shannon Flint at shannon.flint@pecanpieproductions.com.

WHERE TO UPLOAD MATERIALS:

Please upload all photos, videos and logos to a folder on our Hightail link <https://www.hightail.com/dropbox?dropbox=PecanPieProductions>. Hightail will notify us once the folder is available, and we will contact you directly if we need anything else.

NOTE: You could also mail us a CD, DVD or thumb drive with your artwork. This will take longer though and production of your ad will be delayed. If you choose this option, please mail the materials to Pecan Pie Productions, 3288 21st Street Suite 239, San Francisco CA 94110.

TURN-AROUND TIME AND PRODUCTION CHANGES:

As we noted in your introduction letter, once we receive your materials we typically will send a proof within 48 hours, but it could take up to 5 days depending on our availability. You will have the opportunity to review your proof, request edits, and see another proof. Rest assured, we won't put an ad on-screen until we get your final approval.

Please be aware that once you submit your final approval though, and the ad is uploaded to the screens, any additional changes are subject to a production fee.

Questions? Need help with anything? Don't hesitate to reach out to Shannon Flint at shannon.flint@pecanpieproductions.com or at 415.923.8140.

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