

Print Ad Creative Brief

The Client: Campfire Kitchen

Who they Are: A food truck in the Denver, Colorado area, specializing in crispy, spicy, fire roasted cuisine.

Target Audience for ad: Young professionals; aged 22- 28.

Brand Voice:

Loud

Proud

'Comfort Food'

Cozy

Advertisement Method: 11x17in or smaller sign to be hung on telephone poles.

Will be placed in high foot traffic areas, and must stand out enough to be attention grabbing

What is be included in the Ad:

Trucks location (corner of NW12th and Main Street, Denver CO).

Hours: 8am - 7pm Monday through Friday.

NO FOOD IMAGES!

Company Logo and an appealing design which 'calls out' the target audience.