

Banner ad Creative Briefing

Who is the company?

Visca Communications - a telecommunication company specializing in cell phone plans for a budget.

Intended Target Audience for advertisement - 23 - 27 year old men; currently on a strict budget (average yearly salary of around \$30,000)

Quote to be used in Advertisement - "I never thought I could actually afford unlimited Data"

Tagline for campaign - The New Standard (client is open to new ideas)

Dimensions for advertisement - 500px by 650 px