

Advertising Inspiration **Worksheet**

What Inspires You?

In this section, take a few moments to write down your inspiration resources that might include nature, people, music, interiors, art, architecture and anything else that sparks creative ideas. Once completed, post this worksheet in a visible place to jump start your campaign! Below, you will find a few other areas to consider

Color Scheme (think natural and bold, look to nature for inspiration ie. fruit, flowers, natural rock)

Key Messages (what are you trying to communicate, who is your audience?)

Imagery (attach photos, artwork and designs that speak volumes without words)

Formats/Platforms (which mediums will you use: mobile, print, iTV, direct mail, radio?)
