

KRISTENE SMITH ADVERTISING.COM

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 gets your creative juices flowing. 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, think bold, look to nature for inspiration ie. fruit, flowers)

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

Imagery (use photos, artwork and design that speaks volumes without words)

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