Date of brief preparation: ……………………………….

Advertiser (company name, address):   
…………………………………………………………………………………………………………..

Ordering person (name and surname, phone number, email address): ………………………………………………………..…..……………………………………….……

Advertised brand or product:   
…………………………………………………………………………………………………..……...

Campaign goal: (e.g., branding or sales campaign) …………………………………………………….……….……………………………………………

Target group description: (Who is the campaign aimed at? e.g., Women aged 20-65. If there is more than one group, provide an approximate percentage reach distribution, e.g., A20/B80) …………………………………………..…….……………………………………………………….

Geographical reach of the campaign: (cities, regions, or correlation, e.g., with the brand's store locations) ……………………………………..………………………………………………………………………………………………………………….…………………………………………….………………

Number and type of spots intended for broadcast (if known): ………………………..…………  
  
Campaign duration or number of days/months: ..….……………………………………………...

Estimated estimated broadcast reach: (number of recipients) ….……………………………....

Other comments: ……………………………………………………………………………………………………….…

Retargeting: (percentage of mobile retargeting budget) ...……………………………………….  
Retargeting type (check): Ad audience only / All people in locations

Campaign budget (PLN net value): ………..……………………………………………………….

Deadline for offer preparation: …………….…………………………..……………………………