CREATIVE BRIEF

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| **Creative Job Title:** | Schools HTML Email | **Job Number:** | (*completed by Marketing*) |
| **New artwork or update of existing creative?** |  | **Previous Job Number (if updating)** | (*completed by Marketing*) |
| **Briefed by:** | Rachel Woods | **First Draft Required by:** | 30/08/2017 |
| **Date Briefed:** | 29/08/2017 | **Final Copy Required by:** | 30/08/2017 |
| **Reason for the Creative:** | Schools email sent on our behalf from Yandell media. | | |
| **Audience:** | Teachers | | |
| **Text copy** (enter exactly as desired)**:** | KZ Logo  An indoor city run by kids  Book your next school visit at KidZania!  **Picture of school children in metro (same image used for the flyer)**  KidZania offers 75,000 sq.ft of learning and fun to bring your curriculum to life in a purpose-built city, designed exclusively for children. KidZania’s educational offering is ideally suited to pupils aged between 4 to 14 years, where they are in charge of their own aspirations and their own learning journey. KidZania is all about ‘learning by  doing’ and represents experiential learning at its very best.  Here at KidZania we supply you as a teacher with everything you may need. There are hours of learning resources available for key stage 1-3. These materials comprise of activity worksheets, pre-visit lesson plans, post-visit lesson plans and the KidZania board game.  Call 0330 131 3335 or email [schools@KidZania.co.uk](mailto:schools@KidZania.co.uk) for more information. | | |
| **Digital** | | | |
| **Format:** | Email (HTML) | **For IP render, please attach supporting images. For subsequent IP artwork, attach brand logos/fonts/brand guidelines and the approved theming document.** | |
| **Required specifications:** |  | | |
| ***For email only*** | | | |
| **Mailing list:** |  | **Dates to be sent:** |  |
| **Print** | | | |
| **Printed by:** | Choose an item. | **Print type required:** | Choose an item. |
| **Number of sides:** | (If necessary) | **Number of prints required:** | (If necessary) |
| **Dimensions** | | | |
| **Paper size** (if relevant)**:** | Choose an item. | **Bleed** (include unit of measurement)**:** | (If necessary) |
| **Height** (include unit of measurement)**:** |  | **Width** (include unit of measurement)**:** |  |
| **Required specifications:** |  | | |
| **Imagery** | | | |
| **Use Key Art:** | Choose an item. | **Theme focus:** |  |
| **Describe any images and preferred layout for the artwork:** |  | | |
| **Approval required by:** Marketing Manager and Sales and Marketing Director | | **Approval required by Mexico?** | Choose an item. |