

CLIENT BRIEF

CREATIVE OVERVIEW		DATE: 05/01/2017
PROMOTIONAL OPPORTUNITY	Being featured on MMPRC's ITB Berlin 2017 fair's Print advertisement display sections	
OVERVIEW	This brief is intended to serve as an overall guide for the creation of print advertisements to be featured at our stand at ITB Berlin 2017. It should be noted that as this is an unprecedented initiative by MMPRC as well as due to the importance of this travel fair, we have set forth strict guideleines for all advertisers to follow to maintain a uniform theme	
ADVERTISING OBJECTIVE	To promote the Maldives as the premier tropical luxury destination of the world through print advertisements	
TARGET AUDIENCE	The print ads should be positioned to capture the interest and attention of both trade visitors and consumer visitors of all nationalities of ITB Berlin 2017 (We note that we do not wish to limit the audience to a particular target market, demographic or psychographic)	
KEY MESSAGE	Main Theme: "Maldives.. the Sunny Side of life" Sub Themes: "The Colorful/Fun/Spiritual/Romantic/Maldivian/Thrilling Side of life" Note: <i>You can create the ad based on any of these messages or including all</i>	
THEME	SUN, SAND AND SEA presented in a luxurious tone.	
BRAND NAME/LOGO GUIDELINE	<p>1) LOGO/NAME Size: 45cm height x 45cm width</p> <p>Compatible Ad sizes: a) 120cm x 258cm b) 120cm x 550cm c) 154cm x 255cm d) 200cm x 220cm</p> <p>2) LOGO/NAME Size: 70cm height x 70cm width</p> <p>Compatible Ad sizes: a) 150cm x 525cm b) 150cm x 600cm c) 505cm x 255cm d) 272cm x 257cm d) 275cm x 257cm</p> <p>3) LOGO/NAME Size: 155cm height x 155cm width</p> <p>Compatible Ad sizes: a) 1050cm x 255cm</p> <p>IMPORTANT NOTE: The logo/name size guideline should be followed regardless of whether placing either only your name or logo on your Print Ad or choosing to place both your brand name and logo together</p>	
EVALUATION	<p>We would like to strongly emphasise upon the fact that all print ads will be strictly reviewed to check whether they comply with our guidelines. Therefore we urge all interested parties to closely adhere to these guidelines to speed up the approval process</p>	
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