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| **Adversting PROPOSAL** | **Name:** | **Date:** |
| 1. Who is the parent company/client you’re representing with this photoshoot? |  |
| 2. What specific product will you be featuring in your advertisement? |  |
| 3. Who is the target audience (demographic) that your company plans on reaching with your advertisements? Site your sources. |  |
| 4. Where is the advertisement going to be seen? (Think about the demographics you are trying to reach out to) |  |
| 5. Describe what you want your Table-Top shoot to look like for your product. Be specific about the lighting, angles, and placement of your product. You may also sketch on the back. |  |
| 6. Describe what you want your Outdoor/On-site shoot to look like for your product. Be specific about the background and placement of your product. You may also sketch on the back. |  |