Creative Brief

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| Campaign and Project Name | **Printed Display Ads: Hanging Cartons for Tram and A1 Poster**  Early Learning Centre to Grade 1 Awareness and Open Morning |
| Event Date and Time | Wednesday, October 29, 2025 9:30 am |
| Overview | We would like to have creative to print for the following uses:   * Hanging Cartons (without dispenser) on Bern Mobil * A1 Poster for printing and display at our campus |
| Creative Direction | * Please refer to our new Brand Guidelines. * Clean, spacious layout – must be easy to read at a glance and from a distance * Text needed for the layout is supplied later in this brief * Must include the following elements:   + Large, central ISBerne logo   + Large emotional image of a child or child/teacher   + Bold, clear headline   + Subheading   + Callout element with event details   + QR code with a clear call to action (e.g. Mehr erfahren)   + Contact information: - +41 31 959 1000 - isberne.ch   + Optional Trustmark (if space allows) - Seit 1961 in Gümligen |
| Format(s) Required and Design Specs | We would like pdf files with the following specifications:   * Hanging Carton   + 250 x 350 mm + 2mm Schnitt/Bleed   + 2 holes at top for hanging   + [Template (pdf)](https://www.onlinedruck.ch/download/bcm-dc8bf444805d87e7d82e7eed41304815fbd80509)   + [Template (idml)](https://www.onlinedruck.ch/download/bcm-5e81bb7dfc469ebf9d33665e4178366b1935c155) * A1 Portrait |
| Date Requested | Tuesday, July 8, 2025 |
| Deadline for first proof | Friday, August 15, 2025 |
| Deadline for final version | Friday, September 5, 2025 |
| Target Audience | * Parents of 1- to 6-year-olds within 15 km radius of our campus * Anyone in the local community |
| Language | German |
| Headline | Zweisprachiges Lernen für 3- bis 5-Jährige |
| Subheading/ Body Text | Englisch und Deutsch  mit International Baccalaureate® (IB) und Lehrplan 21  kindgerecht und ganzheitlich |
| Event Block | **Open Morning** 29. Oktober  9.30 Uhr |
| Trustmark or Tagline | Seit 1961 in Gümligen |
| Media Assets | Same as what has already used in previous ads |
| QR code and website links | There will need to be a QR code on the layout. It will be supplied in August.  Ads will direct users to a landing page with event information. Page still needs to be created. |
| Additional Guidelines |  |