1. **Background (what is the overall context for the advertising?)**

AngloINFO is the world’s largest network of expatriate websites, currently operating 66 regional websites in 32 countries. Its websites serve over 3.5 million unique users each month.

AngloINFO has recently launched a new-look website, and has recently revamped its internal sales materials. It is now time to do the same with our online and offline advertising, as well as our marketing materials

1. **Role for advertising (what do we realistically expect this advertising to achieve?)**

We are the leading expat resource in the world and are growing fast, despite the economic climate. We need:

* General materials for AngloINFO on a global scale – power of the numbers, i.e. not location specific
* Materials that reflect our local strengths and can be easily localised – i.e. with the AI regional logo

We love the concept of everything – expat – everywhere, which can work on a global basis, but not locally. Our previous ads did the job well, explaining what we do and how useful we can be, but lacked in the design. We are hoping to address this now.

1. **Target audience (who are we talking to, what do they currently think of our offering & why?, what do we want them to think and why?)**

We will have 2 distinct targets:

- Global – larger audience, who may be considering to move somewhere, more urban; corporate relocations; International Global HR Directors who place people in other countries

- Regional – people visiting, considering to move or that have indeed moved to region X. There is a significant different between rural and urban locations as its residents need us in different ways.

1. **Proposition (what is the one key message we want to communicate?)**

We are the leading expat resource in the world (and local, very local). We provide the information our users need, when they need it and free of charge.

1. **Tone of voice (how should the communications be portrayed?)**

We have always been a bit distant to our users and want this to change. We need to use simple English as some of our users are not native speakers (and need us even more, especially in countries where English is not widely spoken)

1. **Support (why should people believe this - rational & emotional reasons?)**

We are THE resource they need

“Everything you need for life in XXX - local information you can trust”

There are many reasons why people move away from their home country: career opportunities, temporary expat job assignments, study, retirement, an improved quality of life, family commitments, second home ownership or permanent emigration. Whatever the reason for moving, life in a new place can be unusual, complicated or just difficult. Whether you have been living abroad for ten years or you are just thinking about moving, AngloINFO is here to give you dependable support - whenever and wherever you need it.

1. **Mandatory Elements**

(are there any logo, design or legal issues which need to be taken into account)

We want to be open minded – quite like our corporate colours, but keen to introduce other design elements. We do not want any changes to our logo (global or regional) and the only URL allowed is [www.angloinfo.com](http://www.angloinfo.com)

We have adopted Calibri as our font, but can of course use a different one on advertising. We do not want to use local imagery as it would have significant costs, but currently have in stock 1 photo of each AngloINFO location, which we can make available.

1. **Schedule (when are materials required?)**

* Brief designers - 11th September
* Concepts visuals – 18th September
* Creative selected by – 20th September
* First ad copy deadline – 24th September

9. Required materials

a) Global AngloINFO Ad

- A4

- A5 (portrait and landscape)

- Footer

- Online formats (under 40kb) – 728x90pix; 160x600; 300x250; 200x200; 180x150 600x74

b) Regional AngloINFO Ad – e.g. French Riviera

- A4

- A5 (portrait and landscape)

- Footer

- Online formats (under 40kb) – 728x90pix; 160x600; 300x250; 200x200; 180x150 600x74

c) Global Flyers (non-location specific)

- A6 (portrait)

- 10.5cm x 21cm

d) Regional Flyers (French Riviera)

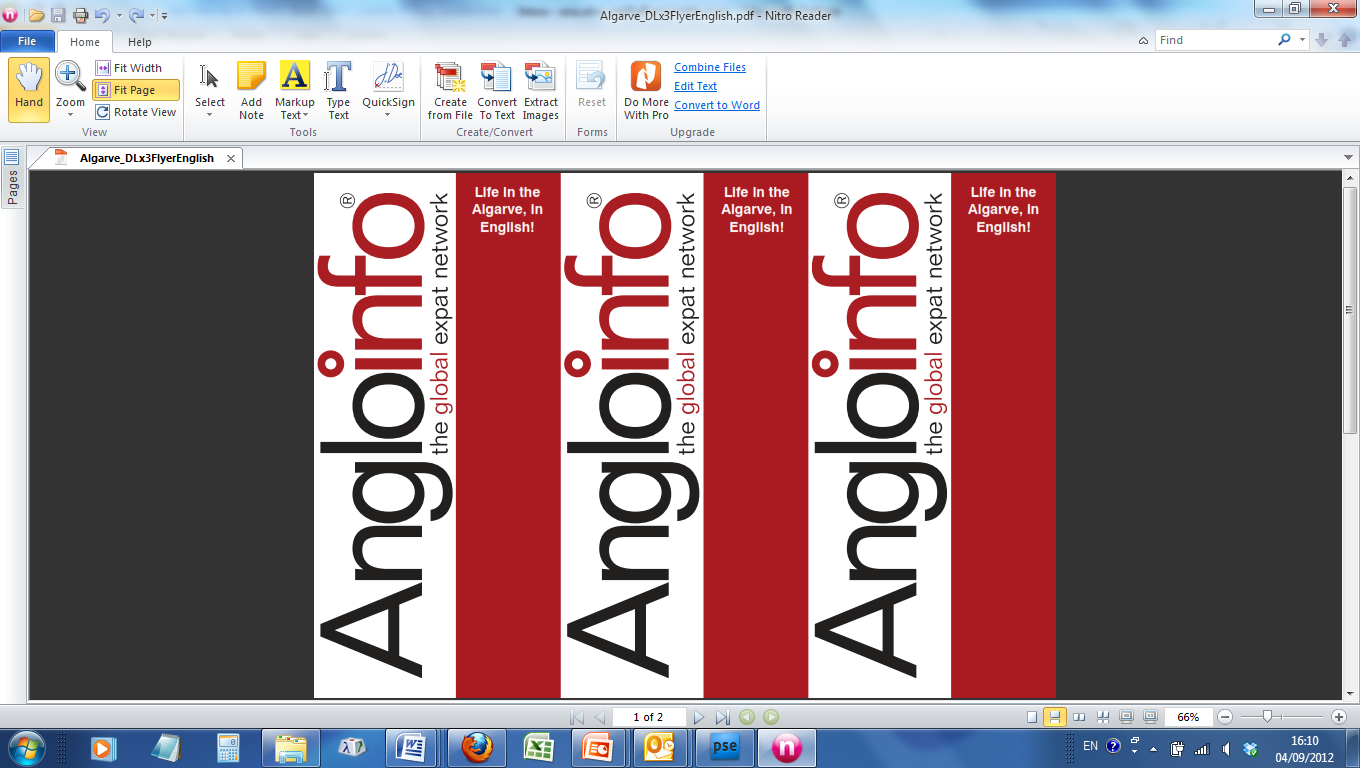
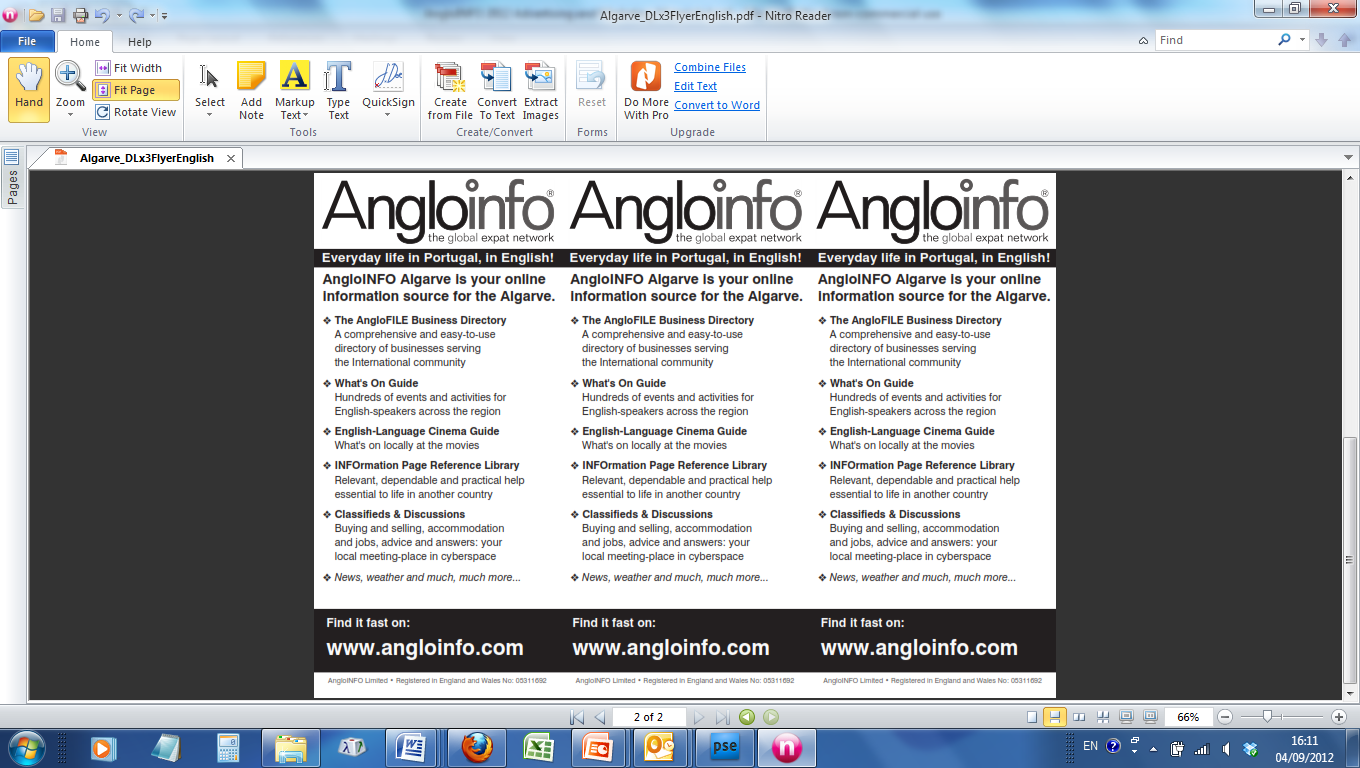
- A6 (portrait)

- 10.5cm x 21cm

For the selection process, we will require samples of the Global and the Regional Advertisements (inc. one online advertisement, in 1 format) and a Regional Flyer

10. Existing Materials (with important information)

a) Flyer

 Front  back

b) Advertisements