

# Co-Branding Campaign

# .pt | Registrars

## CAMPAIGN APPLICATION FORM

### REGISTRAR INFORMATION

Name:

Address:

Phone number:  E-mail:

Contact person:

Phone number:  E-mail:

### PROPOSAL DESCRIPTION

#### Framework

Creative concept (theme):

Message (message to be transmitted, slogan):

#### Purpose

#### Target

# Co-Branding Campaign

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### Strategy and media plan

#### Online advertisement

■ Indication of websites/social networks:

■ Scheduling:

■ Budget:

#### Advertising in the written press

■ Indication of newspapers and/or magazines:

■ Size of the ads:

■ Scheduling:

■ Budget:

#### Radio advertising

■ Indication of radio stations:

■ Spot length:

■ Broadcast timetable:

■ Scheduling:

■ Budget:

#### Outdoor advertising - mupis, outdoors

■ Location:

■ Scheduling:

■ Budget:

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### ATMs advertising

■ Location:

■ Scheduling:

■ Budget:

### Television advertising

■ Indication of television channels:

■ Spots length:

■ Broadcast timetable:

■ Scheduling:

■ Budget:

### Bus and/or taxis advertising

■ Indication of the number of buses and/or taxis:

■ Location (cities):

■ Scheduling:

■ Budget:

### Cinema advertising

■ Location:

■ Scheduling:

■ Budget:

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### Airport advertising

■ Indication of airports:

■ Scheduling:

■ Budget:

### Global Scheduling

■ Submission date to .PT for final review:

■ Campaign launch date:

**Responsible for the campaign development**  
(registrar, agency, etc):

**Total budget:**

**Funding needed from .PT (%):**

**Other relevant notes:**

**ANNEXES**

(Please, list)