

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

.pt | Registrars

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:

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:

Co-Branding Campaign

.pt | Registrars

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)