

**AD ON DIGITAL CUSTOMER REQUIREMENTS**

**Customer Details**

Company Name \_\_\_\_\_ Contact Number \_\_\_\_\_  
Customer Name \_\_\_\_\_ Web Address \_\_\_\_\_

**Order Details**

Video Social      Video Plus      Video Premium      Email Campaign      Text Campaign

**Video Requirements**

Would you like:

General business overview      AND/OR      Promote a specific product or service

General business overview

Eg. Point of difference, years in business, family owned, active owners, local, awards, associated bodies, high profile customers etc.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Specific Product / Service**

Eg. target audience, 3 benefits of product/service.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Call To Action**

Eg. Special offer, loyalty offer, call us, email us, visit our website

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Style**

Professional      Fun/Light hearted      Full animation/motion graphics  
Picture/Image based      Target Commercial      Instructional/Training style

**Our Requirements From You**

Logo      Photos      Written content approval within 2 weeks      To be used in a TOE Website \*  
(Telstra Online Essentials)  
Style guide (if applicable)      Colour scheme provided      Use current customer website for info

**Terms**

1. No onsite camera crews are provided by Ad On Digital.
2. Ad On Digital may use stock images should you not provide any.
3. Minor changes to the brochure for the video premium will be charged as a fee for service by Ad On Digital.
4. For full critical information statements please go to Telstra's website or contact your Telstra rep.

**Signatures**

Customer \_\_\_\_\_ Sales representative \_\_\_\_\_  
Name: \_\_\_\_\_ Name: \_\_\_\_\_  
Company: \_\_\_\_\_ Company: \_\_\_\_\_  
Date: \_\_\_\_\_ Date: \_\_\_\_\_

I \_\_\_\_\_, give Ad On Digital approval to use the content from this Confirmation of order form, to produce my Video. \_\_\_\_\_  
(Full Name) Initials