



Successful communication is the result of successful teamwork!

REQUESTED BY: _____

REQUEST FOR:

- LATAM Airlines
- Preferred Partners Club

LANGUAGE: (Mark all that apply)

- English
- Spanish
- Portuguese

TARGET AUDIENCE: (Who are we talking to?)

- Corporate
- Tourism
- Ethnic
- Trade
- End Consumer
- All

REQUESTED ASSETS: (What type of assets do you need?)

A) Is the asset you are requesting:

- New
- Existing piece

If you need an existing piece, please go to <http://latamairlinesmarketing.com>

B) Type of asset you need*:

- TV Spot 15 Sec. 30 Sec.
- Radio Spot 5 Sec. 10 Sec. 15 Sec. 30 Sec.
- Video Corporate Video Internal Video
- Out Of Home (OOH) Billboard Bus Stop Posters Other
- Newspaper Ad Magazine Ad Brochure Postcard
- Presentations Flyer Static Banners eDMs
- eCards Dynamic Banners Videos



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Provide details of selected option (Requirements such as size, specs, etc.)

***Production Material average time**

TV Spot - **45 Days**

E-flyers - **5 Days**

Banners - **7 Days**

Radio Spot - **15 Days**

Flyers - **7 to 14 Days**

Brochures - **14 to 30 Days**

BACKGROUND: (Short description of your project)

COMMUNICATION OBJECTIVE: (What is the purpose of the project? e.g.: Promote Product, Branding, Network, Training, Sales, etc.)





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KEY MESSAGES TO COMMUNICATE: (Indicate the single most important message you want your audience to get from this piece or additional messages you want to communicate.)

EXPECTED RESPONSE FROM TARGET ONCE EXPOSED TO THIS COMMUNICATION:
(What do we want people to think or feel after experiencing the advertising?)

DISCLAIMERS: (To be completed by Marketing unless it is a Promotional Fare, including communication obligations and restrictions)

IMAGERY: (Any special images requested or excluded. e.g.: picture of product, destination, map, etc.)

CALL TO ACTION: Mark all that Apply

- LATAM.com
- Travel Agencies
- 1.866.4359.526
- None of the above
- Other (Explain)



