



# 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 [www.Marketingslatam.us](http://www.Marketingslatam.us)

**User name:** allusers@marketingslatam.us **Password:** 12545 and select piece Number \_\_\_\_\_

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.)

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**\*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)

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**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.)

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

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

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

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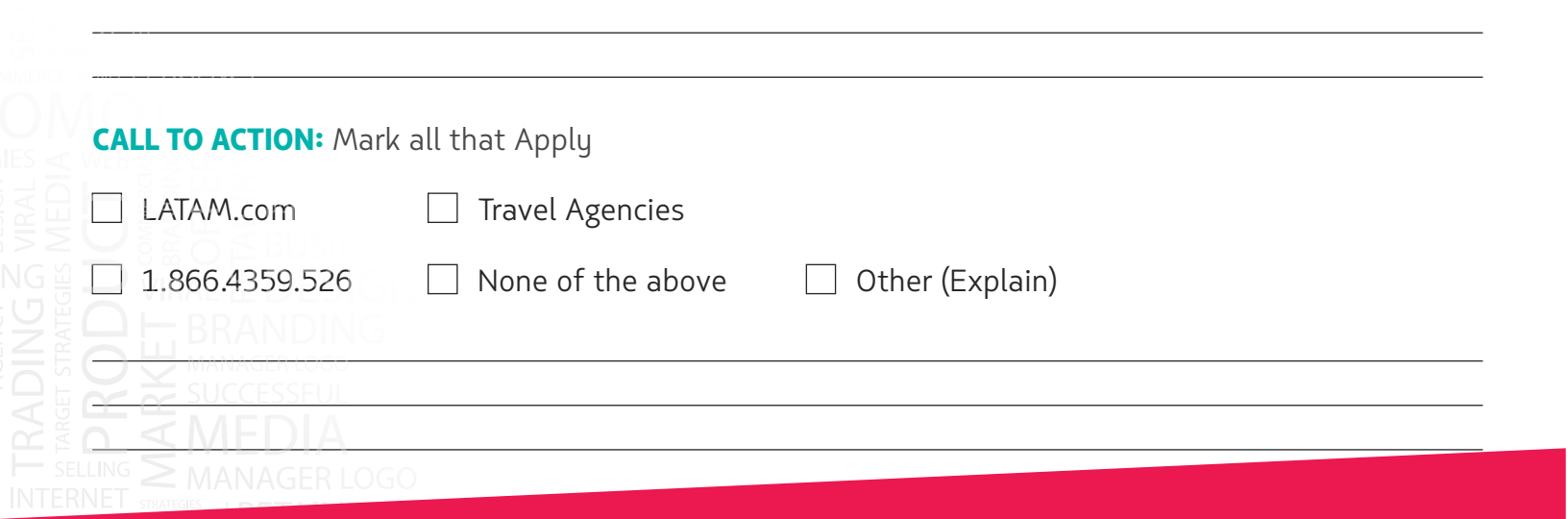
**CALL TO ACTION:** Mark all that Apply

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

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**TIMELINE:**

Due Date<sup>1</sup>: \_\_\_\_\_

Indicate major milestones (when files need to be sent to press; production deadline; delivery to sources, etc.)

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**SHIPPING INFORMATION:**

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<sup>1</sup>Please note that Print Production requires 14 days and email communications 7 days together with additional legal approval

## The Steps To Create a Good Asset

