

Your Brand Brief

About 10 minutes. The more specific your answers, the better your ads.

How to send this: fill in the fields, save the PDF, then email it together with your logo and any photos to office@emporiant.com with the subject "Brand Brief - [your business name]". We deliver your kit within 7 business days after we receive the completed brief.

1. You and your business

Your name

Email you used to pay

Business name

Website or Instagram / Facebook page

What do you sell? One or two sentences.

Where do you serve customers? (city, state or nationwide)

2. Your customers

Who is your best customer? Age, situation, what they do.

What is their biggest problem before they find you? Use their words if you can.

What have they usually tried before, and why did it not work?

What do customers say after working with you? Paste 1-3 real quotes if you have them.

3. Your offer

What should the ads promote?

Describe the offer. Include the price or price range if you want it shown.

What makes you different from competitors?

What action do you want people to take?

Link where people should land (booking page, website, form)

Anything you cannot say or promise in ads? (legal or industry rules)

4. Brand and proof

Brand colors (hex codes, or "no brand colors")

Fonts you use, if any

Link 1-3 ads or brands whose look you like

Attach to your email: your logo (PNG, SVG or PDF), plus photos, before/after or screenshots of reviews you want used.

Anything else we should know?

5. Confirm

☐

I confirm I have the rights to all materials I send, and I accept the Terms and the Privacy Policy on the Advantx.app website.

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Optional: you may show anonymized samples of my ads in your portfolio.