



Team member one name here

Team member two here

Date

Bike Works Campaign

Problem to solve: Summarize the “problem to solve” section from the Creative brief in your own words.

Solution: What is your campaign idea or concept? This is where you talk about any insights, observations, or breakthroughs you had that led to the final concept.

Art direction/design: Describe how your art direction and design supports your concept.

Final Document Guide:

- **Make sure to label all of your elements and add a brief description**
- **Write as if someone who is not familiar to the assignment is reading it.**
- **Make sure to spell check and use professional grammar.**