

THEKRE8TIV ADS

FREQUENTLY ASKED QUESTIONS

+ WHAT IS YOUR SCOPE OF WORK?

From static, carousel, and dynamic (GIF) ads to banners, we got your creative/design requirements covered.

+ WHAT IS INCLUDED?

WHAT'S INCLUDED	LITE PLAN	PREMIUM PLAN	PRO PLAN
PRICE	600 EUR/single month 499 EUR/monthly subscription	1100 EUR/single month 999 EUR/monthly subscription	1600 EUR/single month 1499 EUR/monthly subscription
FREQUENCY	Up to 5 creatives/designs	Up to 10 creatives/designs	Up to 15 creatives/designs
STATIC / DYNAMIC (GIF)	3-5 business days turnaround time	2-3 business days turnaround time	1-2 business days turnaround time
BANNER	x	2-4 business days turnaround time	1-3 business days turnaround time
CAROUSEL	x	x	1-3 business days turnaround time
REVISIONS	Up to 3 rounds of revisions	Up to 3 rounds of revisions	Up to 5 rounds of revisions
DEDICATED ACCOUNT EXECUTIVE	x	x	✓
INCLUSION OF PAID STOCK IMAGES/MUSIC	✓	✓	✓
HASSLE - FREE ONBOARDING	✓	✓	✓
NO LOCK - IN CONTRACTS	✓	✓	✓

FAQ'S

+ HOW MANY SOCIAL CONTENT / DIGITAL ADS DO I GET IN A MONTH?

Depending on the plan you choose, we will provide up to fifteen (15) creatives/designs – considering the format and turnaround time constraints.

The actual number of creatives/designs you may be served may also vary based on several factors including complexity and clarity of briefs, speed of communication, turnover of brand assets, etc.

You queue in your brief and once marked that it has been sent out for your review / approval, we will work on your next brief.

Maximize your plan by briefing in batches(bulk briefing). Otherwise, you can always opt to have additional plans to increase your output.

+ WHAT IS A BRIEF?

A brief consists of your ad requirement details and brand assets so we can start working on it.

If you want us to create a carousel ad to promote your Black Friday sale – then, this needs to be highlighted on your brief. Don't worry, we will provide you with a template to ensure clarity of briefing.

+ WHAT DO YOU MEAN BY "BULK BRIEFING / BRIEFING IN BATCHES"?

We encourage you to brief us in batches – especially if you already have your requirements or social calendar ready.

Need help to visualize your monthly social media content? Then, brief us in one go so we have the big picture.

But remember, we are no magicians!

If you put in 10 briefs, don't expect that you will have them at the end of today. We will still follow the respective turn-around times, one brief at a time.

FAQ'S

+ WHAT ABOUT IF I NEED THE CREATIVE / DESIGN IN MULTIPLE SIZES?

We ensure that every piece of creative / design we do addresses the brief and looks great. Hence, every output required in a specific size is considered as one brief. So if you need a creative in two sizes, we need to ensure both are properly designed in their required sizes and will be considered two briefs.

+ WHAT ASSETS DO YOU NEED FROM ME?

Your brand assets (logo, brand guide, etc.), product shots, and other visual assets will help us create better creatives and designs for your business.

Please note that no production shoot is included in any of the plans.

+ WHAT IS THE TURN - AROUND TIME?

WHAT'S INCLUDED	LITE PLAN	PREMIUM PLAN	PRO PLAN
STATIC / DYNAMIC (GIF)	3-5 business days turnaround time	2-3 business days turnaround time	1-2 business days turnaround time
BANNER	x	2-4 business days turnaround time	1-3 business days turnaround time
CAROUSEL	x	x	1-3 business days turnaround time

+ WILL YOU SHOOT FOR ME?

No, none of our plans includes the production of new videos/images/audio. We will make use of the assets that you share with us. Should we use additional stock images, there will be no additional costs.

FAQ'S

+ WILL YOU ALSO DO COPYWRITING FOR ME?

None of the plans includes copywriting. If you need help with creative development and copywriting, please send us an email at ads@thekre8tiv.com and someone from our digital marketing agency will attend to your request.

+ WHO OWNS THE WORK?

All our work for your business – you own! We will send you in the format and dimensions that you require.

+ CAN YOU ADAPT THE ADS IN DIFFERENT LANGUAGES?

YES! Just email us at ads@thekre8tiv.com or include it in your briefing document. Someone from our team will contact you for the details.

+ IS THERE A LOCK-IN CONTRACT?

NO! None of our plans have lock-in contracts. You may cancel, upgrade or downgrade anytime.

Once you purchase the monthly subscription, you will be automatically enrolled into a rolling 30-day agreement. Within this period, you will be able to work with us on new briefs and revisions.

+ IS IT EASY TO CANCEL?

Yes, we promise – it will be a hassle-free cancellation. Just make sure to send us an email at ads@thekre8tiv.com seven (7) days before the end date of your paid period. No question asked, we will cancel.

FAQ'S

+ DO YOU OFFER CUSTOMIZED PACKAGES?

We are always at your service.
Which means that we are willing to work on specific requirements. If it means churning out work in high-volume, specific designs, other formats, etc. – we got you covered!

Send us an email with your requirements at ads@thekre8tiv.com.

+ ARE YOU GOING TO POST/RUN THE ADS FOR US? WILL YOU POST IT ON OUR SOCIAL MEDIA ACCOUNTS?

No, we will only create the ads / posts / banners for you. Once you approve, we will give you the final artwork that you can post on your social channels, run as ads or use for your website.

+ CAN YOU HELP WITH DIGITAL STRATEGY/SOCIAL MANAGEMENT?

Of course! We will be happy to help grow your business online.
Send us an email at ads@thekre8tiv.com.