



**/STUDIOS**

# Elegant Treasures



**OUTFRONT**

Designer(s): DB








**Elegant *Fine Jewelry* Treasures**

**EXIT 191 WARRENTON SHOPPES**

75% OF AN AD'S  
EFFECTIVENESS  
DEPENDS ON  
CREATIVE

SOURCE: WHARTON BUSINESS SCHOOL

This campaign represents:

-  Round 1: Original proposed campaign
-  Revision 1: First revision to original campaign
-  Revision 2: Second revision to original campaign

With your purchase of OUTFRONT advertising space, three (3) rounds of creative consultation and executions are included. This includes the original set of proposed layouts along with 2 sets of revisions.

In order to make sure that creative is right, occasionally more than three rounds are required. For every additional round, a \$150 revision fee will apply.

0	Additional revision(s)
<hr/>	
\$0	Total creative fee
<hr/>	

PURCHASING CREATIVE

Should you wish to use the final designs or any element within the proposed layout (created by STUDIOS), you, the client, will need to purchase the rights. The cost will be determined by the STUDIOS team, and an itemized list can be provided upon request.

Please let your rep know if you are interested in purchasing the campaign after the presentation.