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November 8, 2012

To: Creative Media Team
From: Bruce Gifford, Chief Creative Officer
Re: Two opposite campaign ads

Recently we were asked by more than one political action committee (PAC) to produce two ads for bid consideration. The requirement is that the ads appear to come from opposite sides of the political spectrum. My guess is that the vendor wants to assess our skill at creating bias in either political direction.

By November 26th I want to see your proposals for one ad from a Super PAC and one ad from a special interest group. I want the ads to be finished by December 4. Remember that these ads are not for final cut, but are to see our ability to create two separate ads in opposite directions. Don't let the ads run over 30 seconds. Do pick existing PACs and special interest groups. Feel free to use issues from the last election cycle.

Let me know if I can be of assistance.