



MERCADO ADS

CREATIVE BRIEF TEMPLATE

Brief prepared by:
Date: Jun 22, 2025

PROJECT OVERVIEW

PROJECT NAME	
BRAND	
PROJECT LEAD @ MELI	
PROJECT LEAD @ BRAND	

CAMPAIGN OVERVIEW

Campaign Type:

- ☐ Product Launch ☐ Seasonal Campaign ☐ Brand Awareness ☐ Performance/Sales
☐ Other: _____

Markets:

☐ Mexico ☐ Argentina ☐ Brazil ☐ Colombia ☐ Other: _____

TO BE FILLED OUT BY THE BRAND

1. THE CHALLENGE

[illegible]

2. STRATEGIC FOUNDATION

TARGET AUDIENCE <i>- Demographics: Age, Gender, Income, Location</i> <i>- Psychographics: Interests, Values, Lifestyle</i> <i>- Shopping behavior on Mercado Libre</i> <i>- Cultural insights (especially for LATAM markets)</i>	PRIMARY :
KEY CONSUMER INSIGHT <i>The fundamental human truth that drives the creative strategy :</i>	
BRAND TRUTH <i>What authentic brand characteristics can we leverage?</i>	
CULTURAL CONTEXT <i>Relevant cultural moments, trends, tensions, celebrations, regional nuances, etc.</i>	
KEY COMPETITORS	
COMPETITIVE DIFFERENTIATION <i>How will the brand/the campaign stand out?</i>	

3. CREATIVE STRATEGY

CREATIVE CONCEPT <i>Is there already a campaign idea or a concept for other media placements? Please share it with us, as it is really important for us to build our ideas on top of that</i>	XX
KEY MESSAGE <i>What is the single most important thing we want consumers to remember?</i>	XX
EMOTIONAL TERRITORY <i>What feeling should the campaign evoke?</i>	XX

4. CAMPAIGN ARCHITECTURE

CAMPAIGN TAGLINE/THEME <i>The consistent message across all touchpoints.</i>	XX
CONTENT PILLARS	XX

5. APPENDIX

KEY FILES <i>These assets are essential in order to kick off the creative work. You can share them through a link here or via email. Please make sure to provide access to micaela@tropica.me</i>	<input type="checkbox"/> Campaign deck (if available, it can be a WIP) <input type="checkbox"/> Campaign Key Visual in an editable version (if available, it can be a WIP) <input type="checkbox"/> Brand book and Brand guidelines <input type="checkbox"/> Brand logo <input type="checkbox"/> Product shot
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NICE TO HAVE FILES

You can share them through a link here or via email. Please make sure to provide access to micaela@tropica.me

- ☐ Campaigning video (if available, it can be a WIP)
- ☐ Influencer list (if available)
- ☐ Pictures featuring people using the product or suitable for the campaign (*Kantar highlights the use of people as a best practice for ads*).

TO BE FILLED OUT BY MERCADO LIBRE

6. MELI ECOSYSTEM INTEGRATION

PLATFORM ADVANTAGES TO LEVERAGE

- ☐ Delivery network and logistics
- ☐ Regional market penetration
- ☐ Local cultural knowledge
- ☐ E-commerce ecosystem
- ☐ Meli Play streaming platform
- ☐ Disney+ partnership opportunities
- ☐ Other: _____

7. CAMPAIGN ARCHITECTURE

PROMOTIONAL MECHANICS

What can we offer?

- ☐ Discount/offers
- ☐ Bundle deals
- ☐ Limited time offers
- ☐ Free shipping promotions

	<input type="checkbox"/> Users contest <input type="checkbox"/> Prizes/merchandising <input type="checkbox"/> Product sampling <input type="checkbox"/> Other: _____
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8. MEDIA ECOSYSTEM

MERCADO ADS CORE FORMATS FOR THIS CAMPAIGN <i>These should be included with key visuals in the creative pitch deck.</i>	<input type="checkbox"/> Home Slider (display) <input type="checkbox"/> RTB Banners (display) <input type="checkbox"/> Sponsored products (display) <input type="checkbox"/> MeLi Play (video) <input type="checkbox"/> Disney+ (video) <input type="checkbox"/> Landing page <input type="checkbox"/> Other: _____
MERCADO ADS AMPLIFICATION <i>These should be included with key visuals in the creative pitch deck.</i>	<input type="checkbox"/> Emailing <input type="checkbox"/> MeLi App Push notifications <input type="checkbox"/> MeLi Social Media <input type="checkbox"/> MeLI PR/Earned media <input type="checkbox"/> OOH/DOOH <input type="checkbox"/> BTL (ie. MeLi Arena Sao Paulo) <input type="checkbox"/> Interactive digital experience <i>(please keep in mind that this requires developing an external website and is not included on the Creative Pulse scope)</i> <input type="checkbox"/> Other: _____

9. PRODUCTION CONSIDERATIONS

TIMELINE <i>Please note that we require at least 10 working days to complete a creative proposal. If the time available is shorter, please reach out to TRÓPICA's POC</i>	Campaign launch date : Jun 22, 2025 Campaign duration : XX
BUDGET	Media spend on Mercado Ads : \$ Assets production budget : \$ Talent/influencer budget : \$ Social media amplification budget : \$ Activation/events budget : \$ Other : _____
CONTENT TYPE REQUIRED FOR ASSETS PRODUCTION <i>Which assets do you anticipate we'll need to develop moving forward to prepare for the campaign launch?</i>	<input type="checkbox"/> Video content (6", 15", 30") <input type="checkbox"/> Banners <input type="checkbox"/> RTB <input type="checkbox"/> Landing page elements <input type="checkbox"/> Influencers content <input type="checkbox"/> Social Media Assets <input type="checkbox"/> Other: _____

10. APPENDIX

ADDITIONAL INFORMATION <i>You can share them through a link here or via email. Please make sure to provide access to micaela@tropica.me</i>	<input type="checkbox"/> Audiences/category data <input type="checkbox"/> Previous campaigns performance data
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☐ Market research insights

☐ Legal requirements (if needed)

☐ Other: _____