



MERCADO ADS

CREATIVE BRIEF TEMPLATE

Brief prepared by:

Date: Jun 22, 2025

PROJECT OVERVIEW

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| 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

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| BUSINESS CONTEXT . Business situation that requires this campaign . Market dynamics . Competitive landscape . Brand positioning challenges . Seasonal/cultural timing considerations | |
| BRIEF IN A TWEET One clear sentence describing the core challenge we need to solve. | |
| KEY SUCCESS METRICS <i>Commerce</i> - Sales lift - Conversion rate - Average order value - Customer acquisition cost <i>Brand</i> - Brand awareness lift - Purchase intent - Brand association metrics - Social sentiment <i>Engagement</i> - Content engagement rates - Share of voice (SOV) - User-generated content volume - Platform-specific metrics | PRIMARY : SECONDARY : |

2. STRATEGIC FOUNDATION

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|---|------------------|
| TARGET AUDIENCE - Demographics: Age, Gender, Income, Location - Psychographics: Interests, Values, Lifestyle - Shopping behavior on Mercado Libre - Cultural insights (especially for LATAM markets) | 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

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|---|----|
| 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

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

5. APPENDIX

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|---|---|
| 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 |
|---|---|

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

- Campaign 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

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|--|---|
| PLATFORM ADVANTAGES TO LEVERAGE | <ul style="list-style-type: none"><input type="checkbox"/> Delivery network and logistics<input type="checkbox"/> Regional market penetration<input type="checkbox"/> Local cultural knowledge<input type="checkbox"/> E-commerce ecosystem<input type="checkbox"/> Meli Play streaming platform<input type="checkbox"/> Disney+ partnership opportunities<input type="checkbox"/> Other: _____ |
|--|---|

7. CAMPAIGN ARCHITECTURE

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|---|---|
| PROMOTIONAL MECHANICS <i>What can we offer?</i> | <ul style="list-style-type: none"><input type="checkbox"/> Discount/offers<input type="checkbox"/> Bundle deals<input type="checkbox"/> Limited time offers<input type="checkbox"/> Free shipping promotions |
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|--|---|
| | <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

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|---|---|
| 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

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| 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 TROPICA'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

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|---|--|
| 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 |
|---|--|



Market research insights



Legal requirements (if needed)



Other: _____