



Client Briefing Form

Bedford Heights, Manton Lane, Bedford MK41 7PH Tel:0845 3004340 Fax:0845 3003754 e-Mail:studio@marketingalchemy.co.uk

COMPANY DETAILS (PLEASE COMPLETE IN FULL)

Contact Name:

Company Name:

Trading or Brand Name:

Address:

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..... Postcode:

Tel No: Fax No:

e-Mail Address:

Purchase Order No:

Signature

ORDERING PROCEDURE

Please fill out this commission form which not only enables us to gather all your details and order choices but allows us to collate as much information as is possible about your organisation including its ethos, product or service, market positioning and many other choices. We will require 50% of the total balance with your order and will on request issue a ProForma Invoice. VAT will only be added to your final invoice if it is chargeable (see our note on this in the brochure).

► We will need a rough draft of your text, unless you want us to write it for you in which case we will need simple key points about your product or service and your company. We will also need your logo artwork, plus any images you wish to incorporate (please contact us for our artwork supply guidelines).

► Please be as detailed as you can when filling in this form and if possible include some samples of any materials taken from previous projects or from competitors that are in the direction you want your materials take (or not as the case may be!).

► On receipt of your returned form and payment we will assign a designer to your project and commence work. You will receive initial proofs of 3 concepts (5 for Identity Packages) from which you will choose one (or elements each) for further refinement. Upon receipt of this you will provide final author's comments from which there will be one more round of corrections (to errors and grammatical mistakes) and a black and white laser proof will be supplied as confirmation prior to print.

► We will then require payment in full of the balance prior to printing (we will advise if VAT is due at this point).

► Please make all cheques payable to ProCreative Design Ltd.

PROJECT DETAILS (PLEASE TICK CHOICES)

Copywriting Service (per project) £295

Corporate Identity

- Sole Trader Package £1295
- Small Enterprise Package £1595
- Business Growth Package £1995
- Copywriting for Web Pages £195
- Website Hosting £95 (Per Year)
- Logo Surgery Bolt On £495*

* Only available when ordered with Mini Brochures, Brochures or Folders

Mini Brochures & Mailers

- 4 Page A5 Mailer (PLEASE SELECT QUANTITY)
 - 1000 £895 3000 £1095 5000 £1195 10,000 £1395
- 6 Page DL Mailer (PLEASE SELECT QUANTITY)
 - 1000 £895 3000 £1095 5000 £1195 10,000 £1395
- 4 Page A4 Mailer (PLEASE SELECT QUANTITY)
 - 1000 £1395 3000 £1595 5000 £1795 10,000 £2195
- 6 Page A5 Mailer (PLEASE SELECT QUANTITY)
 - 1000 £1495 3000 £1695 5000 £1895 10,000 £2295
- 6 Page A4 Mailer (PLEASE SELECT QUANTITY)
 - 1000 £1795 3000 £2095 5000 £2350 10,000 £2895

Logo Surgery Bolt On £495*

* Only available when ordered with Mini Brochures & Mailers

Brochures & Folders

- 4 Page A4 Folder (PLEASE SELECT QUANTITY)
 - 1000 £1895 3000 £2595 5000 £3295
- 6 Page A4 Folder (PLEASE SELECT QUANTITY)
 - 1000 £2495 3000 £3295 5000 £4195
- 8 Page Brochure (PLEASE SELECT QUANTITY)
 - 1000 £2395 3000 £2895 5000 £3495
- 12 Page A4 Brochure (PLEASE SELECT QUANTITY)
 - 1000 £3295 3000 £3795 5000 £4295
- A4 Inserts* (PLEASE SELECT QUANTITY)
 - 1000 £695 3000 £895 5000 £995

Logo Surgery Bolt On £495*

* Only available when ordered with Brochures & Folders

Product Catalogues

- 8 Page A4 Catalogue (PLEASE SELECT QUANTITY)
 - 1000 £2495 3000 £2995 5000 £3395 10,000 £3895
- 16 Page A4 Catalogue (PLEASE SELECT QUANTITY)
 - 1000 £3995 3000 £4495 5000 £4895 10,000 £5895
- 32 Page A4 Catalogue (PLEASE SELECT QUANTITY)
 - 1000 £5495 3000 £6295 5000 £6995 10,000 £8395
- Additional shots needed (please send me a price list)

Multi Project Discount

10% Discount on total if projects ordered together

A Proforma Invoice will be issued on completion of this form. A deposit of 50% is required before project commencement, with the balance prior to printing

LEARNING ABOUT YOUR BUSINESS

Please fill out this form as accurately and honestly as possible, please avoid ticking everything as no business can be all things to all people and only select the answers most relevant to the nature of your business. The success of your materials will be greatly enhanced if you can gather as much information as possible on your competitors, utilise tools such as the internet to search out websites and print off pages from them; ask your competitors for copies of their own materials (discreetly of course!); tear out advertisements; keep examples of branding and packaging that inspire you. The more research that you do will not only help us to develop better solutions for you, but at the same time you may also learn more about where your own company sits in the marketplace in general.

NATURE OF BUSINESS

- Business To Business (B2B) Business To Consumer (B2C)

Business Description:
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Product or Service:
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TARGET AUDIENCE

- 18-30 30-45 45-65 18-65 (if all apply)
- Directors Branch Managers Proprietors Other

- Smart & Serious Casual & Easy Going Cool & Savvy
- Low Income High Income Aspirational (B2C Only)

BRANDING GUIDELINES

Brand with philosophy most similar to yours:

- Hyundai (great value, industry standard quality)
- Ford (value for money, reliable, good quality)
- BMW (top of the range, desirable, high quality)

Brands you find visually appealing or aspire to be like (below examples represent values such as quality, value or clarity):

- Harrods Pret á Manger Easyjet Apple Computer
- MTV British Airways Next More Than Other

PURPOSE OF MARKETING ACTIVITY

- Introduce Company (eg to generate meetings/launches)
- Strengthening of Brand Image (eg tenders/investment)
- Increase Sales with Existing Clients (eg additional offers)
- Create Sales to New Prospects (eg new products/services)
- Information for Distribution (eg in response to advertising)
- Product/Service Information (eg POS display literature)

WORD ASSOCIATION & METAPHORS

Please list at least 5 words that metaphorically summarise what your company does or the products you provide:

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Please list at least 5 words that describe what makes your company special or different to your competition:

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THINGS TO AVOID FROM THE DESIGN

Please list personal dislikes that you do not want featured in your marketing materials (examples may include colours you hate, styles of fonts, age of any people featured etc):

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Fax back this form to 0845 3003754

We will then issue a proforma invoice which you need to settle 50% by return. Please supply any text, images and reference material to us at this stage together with any of the research materials mentioned on this form.