



Client Briefing Form

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LEARNING ABOUT YOUR BUSINESS

Please fill this form out as accurately and honestly as possible. Avoid ticking everything as no business can be all things to all people, only select the answers most relevant to your business. The success of your materials will be greatly enhanced if you can gather as much information as together possible:

- ▶ Competitor marketing materials and websites
- ▶ Cuttings of Advertising
- ▶ 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 during the process about where your own company sits in the marketplace in general.

TYPE OF BUSINESS

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

BUSINESS DESCRIPTION

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PRODUCT OR SERVICE

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PURPOSE OF MARKETING ACTIVITY

- New Brand Re-Brand
- Strengthen Brand Image
- Create Sales to New Prospects
- Increase Sales with Existing Clients
- Product/Service Information

PRIMARY USES FOR IDENTITY PROJECTS

- Printed Materials
- Website
- Signage
- Vehicle Livery
- Packaging

NATURE OF PROJECT

- Company
- Service
- Product Range
- Charity
- Conference/Event
- Venue/Attraction

MARKETING ALCHEMY is a division of ProCreative who have over 20 years of experience in providing clients with cutting edge design, imaging and print solutions including brand leaders such as Apple, The British Museum, Vitabiotics and Superdrug to name but a few. So how can we manage to offer deliver high quality results at such great prices?

- ▶ We have pre-costed everything so that all you need to do is to choose the most appropriate format for your needs.
- ▶ Our carefully produced briefing form helps us create a range of initial concepts that closely reflect the profile of your company from the answers provided.

- ▶ There are no time consuming meetings, however you liaise with your own designer throughout for that personal touch.
- ▶ You are asked to select one concept for further refinement by us and, apart from minor text changes, you can sit back and relax as we handle everything for you.

- ▶ We use either your supplied imagery, or for maximum cost-effectiveness draw from our extensive digital stock library of in excess of 50,000 images covering many styles, subjects and industries.
- ▶ Any extra imagery can be created at very little extra cost using our state of the art digital photographic studio.
- ▶ We do all communications either by hard copy proofs or PDF via e-mail, thus avoiding all the unnecessary face to face meetings which waste time and money.
- ▶ To keep prices low we do not offer credit facilities, so orders must be 50% prepaid with the balance prior to printing.

 **0845 3004340**



CORPORATE PERSONALITY

- Smart Casual Serious Fun-Loving Sophisticated
- Cool Savvy Urban Streetwise Tough Energetic
- Calm Natural Eco-Friendly High Tech Cutting Edge
- Unconventional Traditional Modern Retro Mature
- Bespoke Mass-Market Young Childlike Complex

BRAND PHILOSOPHY

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)
- Bentley (expensive, respected, bespoke, best quality)
- Premium Low Cost Good Value Budget Expensive

TARGET AUDIENCE (B2B)

- 18-25 25-30 30-35 35-45 45-55 55-65 All Ages
- Local Regional National International Multinational
- Directors Senior Management Proprietors Employees
- Other

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TARGET AUDIENCE (B2C)

- 0-5 5-18 18-30 30-45 45-65 Over 65 All Ages
- Low Income High Income Aspirational Value Seeking
- Homeowners Employed Students Children Retired
- Other

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VISUAL CUES

Brands you find visually appealing or aspire to be like:

- Marks & Spencer Next Pret á Manger McDonalds
- British Airways Easyjet Apple Dell BBC MTV
- Habitat IKEA Couotts First Direct Gap Primark
- Other

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WORD ASSOCIATION & METAPHORS

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

- 1
- 2
- 3
- 4
- 5

UNIQUE SELLING POINTS

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

- 1
- 2
- 3
- 4
- 5

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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Order Checklist:

- Completed Client Order Form
- Completed Client Briefing Form
- Text* and Flatplan (For Catalogues/Large Brochures)
- Corporate Logo/Colour Scheme**
- Corporate Style Guide/Template**
- Any Product/Corporate Images***
- Competitor Examples
- 50% Deposit on receipt of ProForma

* Copywriting available for an extra £295 ** Logo Surgery available from an extra £395 *** See Artwork Supply Guidelines on our Order Form

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