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CLIENT

Company name

Responsible person

Address, telephone, e-mail

PRODUCT

Product characteristics (product description, price, life phase, usable time, industry, etc.)

Brand positioning (consumer insight, USP, brand personality, rational and emotional benefits)

Current ad claim



Strong sides of the product

Weaknesses of the product

Unique product features

Seasonality sales/ of product use

Previous activities (marketing, advertising, budgets and results)

Main competitors



Product from the competition - main and intermediate competition, sales volume, market share (SOM), SOV, price positioning, brand awareness, advertising awareness

International / national communication experience of the brand

Previous communication of the competition (the most interesting projects)

Known problems of marketing communication

Brand image (desirable)



OBJECTIVES AND TASKS

Marketing / business objectives

Advertising / communication objectives

Tasks of the agency

Other advertising (communication) activities planned at the same time

TARGET GROUP

Target group (gender, age, education, psychographic segmentation)

Create a need



OTHERS

Estimated budget

Timing

Restriction

Expected deadline to provide an idea

Comments

