

CLIENTBRIEFING GNÄDINGER MARKETINGWERKSTATT

1. Contact details:

Project description:

Company:

Address:

Contact person:

Telephone:

E-Mail:

Budget:

Requested finish date:

Date of issue:

2. Required productivity (please tick relevant)

Promotion letters/Addresses

- Promotion letters
- Address providing
- Telemarketing

Flyers

- Mailing
- Flyer 2 Pages
- Brochure 4 Pages
- Catalog
- Pocket Guide

Advertisement

- Advertisement
- Header/Footer advertisement
- Image advertisement

Events

- Client events
- Open House

PR/Media

- PR- and PPR-Texts
- Media coverage
- Media meeting
- Media addresses

Success stories

Homepage

- Homepage
- Homepage-Analysis
- Search engines improvement

E-Mail-Marketing

- Newsletter
- Newsletter-Software

CI/CD

- Company logo
- Business card
- Letter paper

Concept

- Advertisement concept
- Consultation and Support
- Second Opinion

Further advertising material

- Poster
- Advertisement banner
- Vehicle advertisement
- Postcards
- Start-up-Packet
- Presentation technique
- Ghostwriting
- Promotional items
- Christmas cards

Others

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3. Initial-Briefing for project

Initial position	How come are you planning this advertisement concept?
Higher advertisement goal	How to integrate it into the whole advertisement concept? How does this advertisement concept look?
Target group/Market	What target group, in which geographical region do you want to obtain?
Precise offering/product	What offering or which product do you specifically want to advertise? Is it a new or an already existing offering/product?
Reaction of the target group	What reaction do you want to create in your target group? Orders, Information, Show room visits , Response coupon, Telephone, Mail, Web etc.
Main message	What effect creates your offer in the target group? (Behavior, needs etc. of the target group)
Reason Why	Why should the target group believe this advertisement?
Message along the way	What else should the target group learn about your offering?
Tonality/Style	How should the text/ pictures etc. be designed? (i.e. rational, emotional etc.)
Competition	Please state your 3 greatest competitors (company name, web-address)

4. Further Information

Number of copies	In case of printed matters
Language	Required languages
Previous Advertising material/existing Text material	Is previous advertising material available? Brochures, Catalogs, Mailings etc., which were used until now. Existing text material of advertising letter, mailings etc.
Existing graphical material	Is any graphical material available? Format jpg or tif, min. 300 dpi (CD-Rom or via E-Mail to contact@marketingwerkstatt.com)
New graphical material	Should new graphical material be offered through the Marketingwerkstatt?
Existing logos	Format jpg or tif, min. 300 dpi (CD-Rom or via E-Mail to contact@marketingwerkstatt.com)
Address material	Are you interested in addresses from your target group (for mailings etc.)?
Telemarketing	Should actions via telephone be made after the use of the advertising material, to follow up?
Further important details about your company	
Explanatory notes	

Please complete and send to: contact@marketingwerkstatt.com