



How can we help you?

By completing this form we will have a clear understanding of your need and be able to guide you through the creation of a brief.



Tell us a bit about yourself

Company Background

Describe your company; How long have you been in business? What service or products do you offer?
How would you introduce your company to a new potential client?

Contact details

Contact name:

Role:

Email:

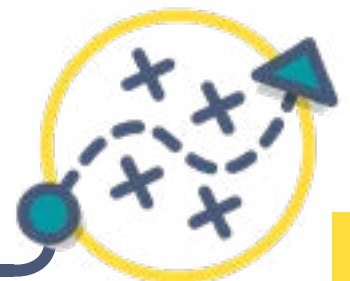
Direct Telephone:

Business Name:

Registered Address:

Telephone no:

Website:



What's your message?

Audience

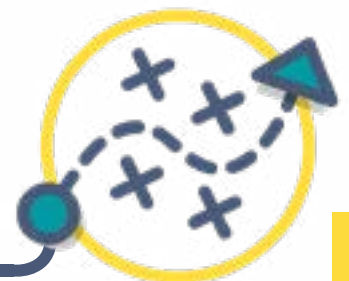
Try to put a face to your core customer; what's their age range, race and gender.
What does your customer enjoy, how often do they buy or use your service?

Who's your competition

Provide a list of who you see as your competition, what do they do right, is there something you offer that they don't, why should someone buy from you over the competition?

My company is...

- | | | | | | |
|--------------|----|-------------|--------------|----|-------------|
| Dependable | OR | frivolous | Enthusiastic | OR | Calm |
| Established | OR | Modern | Corporate | OR | adventurous |
| Techy | OR | Earthy | Frilly | OR | Simple |
| Bold | OR | Soft | Premium | OR | Economical |
| Conservative | OR | Progressive | Traditional | OR | Modern |
| Edgy | OR | Traditional | | | |
| Unique | OR | Uniform | | | |
| Serious | OR | Fun | | | |



What do you need?

What is it you are looking for?

We want to match your needs perfectly - knowing the scope of the project, how many platforms will be covered and how our work will be used helps ensure we accurately match (and quote) for your needs!

Describe the project, why are we needed and what are the key desires?

Services

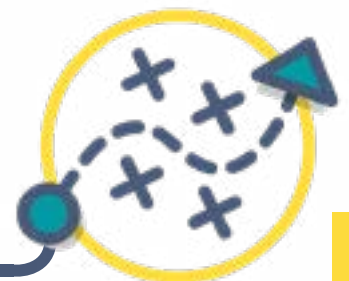
Please tick the service(s) you require.

- Brand Creation
- Brand activation & roll out
- Product Packaging
- Marketing Campaign

Specific deliverables

Please tick the desired deliverable(s)

- Brand Identity including a logo
- Printed materials
- Digital - website/social media
- Stationary pack



Help us measure your goals

What do you want to get out of your project?

Are you looking to introduce a new product, get more clients, gain awareness, sell more of your product or change their image? If you can describe how you'll measure the success of this project we can help ensure our work meets your plans.

Sharing is caring...

The more existing elements or content you can share with us the more informed we will be about your needs.

Current marketing materials

Brand Guidelines

Logo

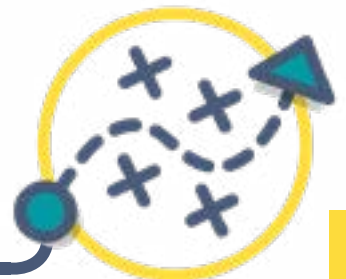
Imagery

Existing Web site

Existing Web data

In-house support

Do you have a marketing team or a member of staff that can work with the assets we will create?



What's your time-frame?

What do you want to get out of your project?

Please enter the delivery deadline for this brief (dd/mm/yyyy).

Any other time-frame restrictions?

What's your budget?

What do you want to get out of your project?

By giving us a rough estimate of your budget we can form a clearer idea of the scope of the project and what we can deliver.

1,000 - 2,500

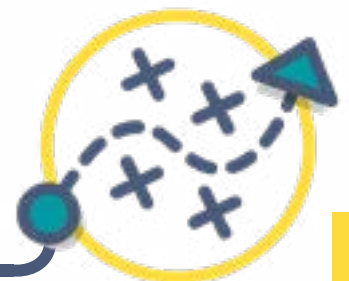
2,500 - 5,000

5,000 - 7,500

7,500 - 10,000

10,000 - 15,000

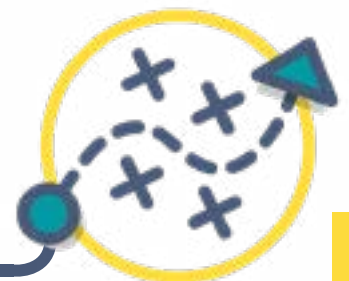
20,000 +



Is there anything we've missed?

Care to share more....?

If you would like to elaborate on any of the previous questions, or simply go in to more detail about the brief you are looking for, please feel free to use the space below.



Thanks for your inquiry...

**Once you have completed the PDF please
save before exiting and send to Matthew Eamer
at matt@meandyou.co.uk.**

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