



Girlfridayz – 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 possible:

Competitor marketing materials and websites Cuttings of Advertising 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 Consume(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 IDENTITY PROJECTS

- Printed Materials Artwork Design
- Website Promo Artwork Gift Signage SEO
- Display Advert Social Media
- Vehicle/clothing Marketing Marketing tasks
- Business Support Picture Service

NATURE OF PROJECT FOR

- Company Service/Product Range Charity
- Conference/Event Venue/Attraction
- Non-business Person

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)
- Jaguar (Low Cost, Good Value, Budget, Expensive)

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TARGET AUDIENCE (B2B)

- 18-25 25-30 30-35 35-45 45-55
 55-65 All Ages

TARGET MARKET (B2B)

- Local Regional National International
 Multinational

TARGET CLIENTS (B2B)

- Directors Senior Management Proprietors
 Employees Small Business SME's Individual
 High-End Budget Government Enterprise

TARGET AUDIENCE (B2C)

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

VISUAL CUES

Brands you find visually appealing, or similar in ethos:

- Primark Marks & Spencer Next Easyjet
 Ryanair British Airways Apple Dell
 Microsoft Homebase IKEA SKY MTV
 Adidas Santander NatWest Google
 Other

WORD ASSOCIATION & METAPHORS

Please list at least 8 words that metaphorically summarise what your company does or the products you provide:

- 1

- 2
- 3
- 4
- 5
- 6
- 7
- 8

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 feature in your marketing materials (examples may include colours you hate, styles of fonts, age of any people featured etc.):

- 1.....
- 2.....
- 3.....

THING YOU LOVE TO HAVE IN YOUR DESIGN

Please list personal likes that you want to feature in your marketing materials (examples may include colours you love, styles of fonts, age of any people featured etc.):

- 1.....
- 2.....
- 3.....
- 4.....

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- 4
- 5
- 6
- 7
- 8
- 9
- 10.....
- 11.....
- 12.....

WEBSITE KEYWORDS

Please list at least 12 keywords or phrases, longtails, match type or exact match that describe what your company or product does, these will form the basis of any text used on your website and metatags embedded:

Don't forget to use Google to help define these if required.

- 1
- 2
- 3

Order Checklist:

Completed Client Order Form <input type="checkbox"/>	Guide/Template** <input type="checkbox"/>
Client Briefing Form <input type="checkbox"/> Text* <input type="checkbox"/>	Images*** <input type="checkbox"/>
Logo/Colour Scheme** <input type="checkbox"/>	Competitor Examples <input type="checkbox"/>
	50% Deposit on receipt of invoice <input type="checkbox"/>

* Copywriting available for an extra £395.00 ** Logo Surgery available from an extra £295.00 *** See our separate Supply document Guidelines form.

ADDITIONAL INFORMATION

Please write down any extra background information here or supply a corporate guidelines or brand information. Please provide a written summary of your business because in order to complete Marketing Tasks such as business or marketing plan, artwork design, flyers... we required information about your business to complete them accurately. Or non-business owner your text (i.e.: website, flyers, card...)