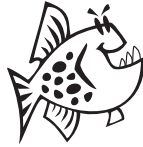


Client Brief



Pink Piranha

Design with a bite

0403 444 660

penny@pinkpiranha.com.au

PO Box 1022 Subiaco 6904

Company name:

Date:

About your business

Name of main person to contact:

Office Tel:

Mobile:

Fax:

Company address:

P.O. Box address:

Web address (if any):

Contact email address:

Preferred method of contact:

What industry are you in?

What do you sell?

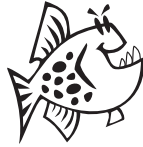
How do people buy from you?

Who are your main competitors?

About our services

What do you want us to do for you?

- | | |
|--|--|
| <input type="checkbox"/> Create a new business name | <input type="checkbox"/> Design & write a poster |
| <input type="checkbox"/> Create a tagline or slogan | <input type="checkbox"/> Design & write a press ad |
| <input type="checkbox"/> Design & develop a new logo | <input type="checkbox"/> Design & write a newsletter |
| <input type="checkbox"/> Revamp an existing logo | <input type="checkbox"/> Design & write a brochure |
| <input type="checkbox"/> Design business stationery e.g. | <input type="checkbox"/> Design a report |
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Design catalogue |
| <input type="checkbox"/> Letterheads & comp. slips | <input type="checkbox"/> Design an annual report |
| <input type="checkbox"/> DL & C4 envelopes | <input type="checkbox"/> Photo & image searches |
| <input type="checkbox"/> Presentation folders | <input type="checkbox"/> Print management for all promo material |
| <input type="checkbox"/> Design a large pull up banner | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Design general signage | |
| <input type="checkbox"/> Design & write a direct mail campaign
(mailers, flyers, postcards) | |



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About your brand

What are the characteristics of your brand?
(Eg. serious, sensible, young, fun, healthy, etc.)

About your clients

Who is your target audience?
(Demographics)

What do you already know about them?
(Psychographics)

What do you want them to think as a result of seeing your marketing material?

What is the ONE thing you want to say in an ad? (Best ads have one clear message).

Tone required
(If a preference – see brand characteristics)

Mandatories
(E.g. website, phone number/s, logo, etc.)

About your project

What is your project deadline?

What is your project budget?

What format do you want finished artwork in?

Do you have any images we can use on marketing material?

Yes No

If so, are they 'high resolution'?

Yes No

Please either scan this document when completed and email to: penny@pinkpiranha.com.au or post to Pink Piranha, PO Box 1022, Subiaco, 6904, WA.