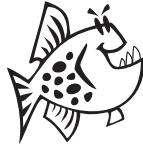


Copywriting Brief



Pink Piranha

Design with a bite

0403 444 660

penny@pinkpiranha.com.au

PO Box 1022 Subiaco 6904

Client name:

Date:

About your business

Company name:

Telephone:

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?

Why do you want to advertise?

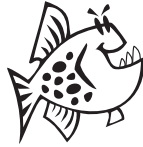
How does this fit with your marketing plan?

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

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 the ad/s?



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What kind of ad? (press, radio, TV, etc.)

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

Why are you right in saying this? (e.g. research, client feedback)

Tone required (If a preference – see brand characteristics)

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

Please describe in as much detail as you can what it is you do. This will enable us to put forward name suggestions for your business which are catchy and fit the bill as closely as possible.

If you already have a tagline please specify below.

**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**