



A Happy Briefing form

Yeay.....Well you seemed to have downloaded a Happy briefing form, so it can only mean only two things.

- 1) You like what we do, how we do it, and want us to do it for you.....*easy tiger!*
- 2) You need an easy to use form to help you brief someone else, then boo to you and we're off to sulk :-)

However if it's the 1st option, we want to make your life easy and to make sure we're both singing from the same sheet please use this form to help us identify your requirements & give us some information.

(You can type directly into the boxes....Have fun!)

Company

Campaign Name

Quick Overview/Aims & Objectives

Target Audience

Who is our target audience? What do we know about them? What makes them tick? What do we want them to do? Change their attitude? Respond?)

The Product/Service

What are we marketing? Background to the product/service. What are the perceptions, attitudes, behaviour? What are the benefits?

Key Proposition

What is the key proposition? What single message do we wish to convey? (Try to use less than 20 words)

Communication Piece

What medium/media are we to use?

Advertising

Brochure

DM

Mixture

I'm open to ideas

Style & Copy Tone

Do corporate guidelines apply? Yes No No (but we'd like some help with ours)

Tone: How should we speak to them? Professional? Like a friend? In a humorous way?

Additional Requirements

Deadline

I need this project by.....

One more thing...tell us what makes you happy

Phew!

That's all folks, all you need to do now is click send, and by the modern miracles of the internet your briefs will be answered by magic, and if not they will certainly be followed up by the next best thing, our marketing fairy Karen!

If you prefer to fax us then that's fine too, just send it to **01253 764671**