

Company / Business name

ABN No.

Principal Contact/s

E-mail address:

Phone Contacts

Company / Business Address

Post Code Web address



master
Advertising

P.O.BOX 648 SANDY BAY,
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▼ **Client Briefing / Product Profile**

Your company / business - Brief overview

Annual advertising budget / program

Product Description

Product strengths / benefits

Product weaknesses

Additional research / supporting documentation

Current market share

Advertising objective

Your product's USP (ultra selling proposition)

Preferred media / Mix Press Radio TV Print Direct Mail Web Other

Target audience

Core message / Communication objective

Allocated budget / estimate

Timing and duration of promotion

Main competition

Competitors size / share of market

Competitive Product/s description

Strengths & Weaknesses

