**BRANDLEEP LIMITED BRIEF FORM**

Kindly complete this brief form and send it to us via **hello@brandleep.com** and copy **fd.oluwole@brandleep.com**as quickly as possible. Please ensure you send back in Word Document.

**CLIENT BASIC INFORMATION**

|  |  |
| --- | --- |
| COMPANY NAME |  |
| CONTACT PERSON: |  |
| EMAIL: |  |
| PHONE NO: |  |
| OFFICE ADDRESS: |  |
| DATE OF BRIEF |  |

**PRODUCT / BUSINESS / BRAND INFORMATION**

Please note that by completing this form, you make it easier for us to understand your business and we can work out tailored made solution that will serve you better.

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| --- |
| What is the name of your Product, Brand or Business? |
| What is the nature of the business or service or category? Brief Description |
| What are the key issues facing the brand and how long have been trying to solve these challenges?  |
| Who are your target audience? If there are categories, please list them |
| Does your target audience cut across the other international market or one country or only within a state or within a small area? Kindly state specifically which audience they are. |
| Prior to now, how have you been communicating with your target audience? |
| What are the behavior, altitude and aspiration of your customer? (Psychographics) |
| Who are your regulators or other industry stakeholders? |
| Who are your key and major competitors? (Mention at least 3-5) |
| What is the unique feature that differentiate you from your competitor? |
| What are your marketing or advertising objectives? Please list all in bullet point |
| How would you like to communicate with your target audience? Tone and messaging |
| Do you have a list of channels in mind or are you open to our recommendations? Digital, TV, Billboard, Radio, or any other Medium, kindly state. |
| Are you currently given any offerings to your customers? Promotional or Coupon offerings |
| Are there restrictions or tough industry regulations in the industry? |
| For how long do you intend to deploy the campaign? Duration or period. |
| How much budget have you set aside for this campaign? |
| Are there any other additional information you would like to share with us? |

**Important Information**

If you notice a delay in our response or reply to your brief within 48 – 72 hours, kindly call us via phone number **+234 802 5521 763 or +234 816 858 3851**