

MARKETING REQUEST

Department: _____

Prepared By: _____

Date : _____

Deadline Requested: _____

Project Name:

Project Requirement:

- Poster
- Flyer
- Banner
- Point of Sale Material
 - (A) Dangler (B) Till Talker
- Media Advertising:
 - (A) NP (B) MG (C) RD (D) TV (E) CIN
- On-Line Advertising:
 - (A) Email (B) Website
- Brochure
- Other: (Define) _____

Project Definition (A):

- A) If there is a problem - what is it?
- B) If you are introducing a new service - define it?
- C) If you have a price offering/ tactical campaign - define it?
- D) If you need to remind people of something - what?
- E) If you need to create something from scratch - what?

Project Definition (B):

Please advise of the timing (if Media is required) and identify if there are special opening times or activity times?

Project Definition (C):

Please advise of the reasoning behind the project decision - is it a sales, traffic, understanding problem or is there no problem?

Project Definition (D):

Please advise of any special requirements:

1. Specific Headline
2. Specific Photo needed
3. Specific Text required
4. Specific Color requirement

Please add any additional important information on a separate sheet.

Authorised By: _____
General Manager

Regional General Manager