

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