



■ Brief Quest

Date :

Project name :

Company :

The purpose of this brief is to get acquainted with the business model, the specific products or service you have, the digital assets, the niche you work in. We are curious about your mind for what will be a success for your business and what your practices have been so far. From the answers we receive, we will be able to offer a mix of services that are relevant and of quality to your business.

About the company, product, service.	Section 1
More about the campaign you wish.	Section 2
Resources and deadlines.	Section 3
Other. You'd like to say.	Section 3

About the company, product, service.

Describe the company, product, service.

- About Brand 01
- About Company 02
- About Service or Product 03

About the company, product, service.

Which are your basic target user personas?

- Target 01
- Target 02
- Target 03

About the company, product, service.

What is your competitive advantage?

- Advantage 01
- Advantage 02
- Advantage 03

About the company, product, service.

Which are your competitors?

- Competitor 01
- Competitor 02
- Competitor 03

About the company, product, service.

What is your company sales process? Points of sales.

- Answer 01
- Answer 02
- Answer 03

About the company, product, service.

Company message / slogan and channel of communication?

- Answer 01
- Answer 02
- Answer 03

About the company, product, service.

Do you have a brand identity requirement?

- Answer 01
- Answer 02
- Answer 03

About the company, product, service.

Have you got some planed and fixed ATL/BTL?

- Answer 01
- Answer 02
- Answer 03

More about the campaign you wish.

Do you have any current issues that you want to solve?

- Answer 01
- Answer 02
- Answer 03

More about the campaign you wish.

What is the campaign goal?

- Awareness, Engagement 01
- Sales 02
- Sampling 03

More about the campaign you wish.

Which are the best digital channels for the campaign?

- Website 01
- Social medias 02
- Email 03

More about the campaign you wish.

Could you give us an example for past campaign?

- Answer 01
- Answer 02
- Answer 03

Resources and deadlines.

What is the desire deadline for receiving the proposal?

- Answer 01
- Answer 02
- Answer 03

Resources and deadlines.

How long will be the campaign? Your opinion.

- Answer 01
- Answer 02
- Answer 03

Resources and deadlines.

What is your budget?

- Answer 01
- Answer 02
- Answer 03

Other. You'd like to say.

Your opinion is important for us!

- Answer 01
- Answer 02
- Answer 03

Thank you for your time!

Write to us:
hello@adscreeamer.com

