

TEST-BRIEFING

Please fill out this form to the best of your knowledge. The more precise your given details are, the better and more suitable will our first ideas and quote be.

TASK/TARGET:

YOUR COMPANY:

Name

Field of business

Corporate values

Contact partner/Phone/Mail

YOUR BRAND:

Name

Field of business/
Product division

Brand values

Target group

Core buying motivation

Competitors

YOUR INITIAL IDEAS FOR A PROMOTION PET

Target persons

Name of Pet

Personality

Colours

Material characteristics

Quantity

Production period
Delivery

Miscellaneous