

# Your brief for Staunton Rook



Please complete the below form in as much detail as possible to help us to achieve an understanding of your company and your business objectives and requirements.

## 1 Your Details

**Company Name:**

**Contact Person:**

**Contact Number:**

**Email Address:**

- Please tick the box if you would like us to save your details so we can communicate with you in the future by keeping you informed of news, offers and events. We promise to look after your data in line with our privacy policy and you are free to unsubscribe at any time.

**How did you hear about Staunton Rook?**

## 2 About Your Company

**What do you sell?**

**Products:** *(please specify)*

**Services:** *(please specify)*

**Age of company?**

**In one sentence tell us what you do?**

**Who do you sell to?**

B2C

B2B

**How big is your company?**

Staff:

Turnover:

**Where are you based?**

**Where do you operate?**

UK

Europe

World Wide

**What makes you different?**

**What do you currently have in terms of marketing material – please tick all that apply:**

**Online:**

- |  |   |  |                                    |
|--|---|--|------------------------------------|
| <input type="checkbox"/> Website         | <input type="checkbox"/> Search Engine Optimisation | <input type="checkbox"/> Pay Per Click (PPC) | <input type="checkbox"/> An App    |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Display Advertising        | <input type="checkbox"/> Social Media        | <input type="checkbox"/> Online PR |

**Offline:**

- |                                      |   |  |   |
|--------------------------------------|---|--|---|
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> Advertising          | <input type="checkbox"/> Leaflets & Flyers | <input type="checkbox"/> Corporate Brochure |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Events & Exhibitions | <input type="checkbox"/> Press Releases    | <input type="checkbox"/> Video Production   |

**Do you already have a company logo and brand guidelines in place?**

Y  N

**Have you ever worked with an agency before?**

Y  N

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### **3 Your Goals**

What are your overall goals for the business – where do you see it in 1, 5 and 10 years time. Are there any specific results you are looking to see as a result of your marketing activity?

**Marketing Activity Required/Interested In – please tick all that apply:**

**Online:**

- |  |   |  |                                    |
|--|---|--|------------------------------------|
| <input type="checkbox"/> Website         | <input type="checkbox"/> Search Engine Optimisation | <input type="checkbox"/> Pay Per Click (PPC) | <input type="checkbox"/> An App    |
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**Offline:**

- |                                      |   |  |   |
|--------------------------------------|---|--|---|
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> Advertising          | <input type="checkbox"/> Leaflets & Flyers | <input type="checkbox"/> Corporate Brochure |
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**What is your Budget?**

- < £1,000       £1,000 - £5,000       £5,000 - £10,000       £10,000 +       £50,000 +

**Time Scales / Deadline for completion:**

**Any other information you feel may be useful:**

## Thank You!

Please return your completed form to us in advance of your initial consultation, this will allow us to fully prepare and for you to get the most out of the meeting.