Client Briefing Checklist

Before ending the client briefing session, make sure we have all the answers to the following questions:

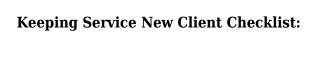
QUESTION	ANSWERED?	REMARKS
THE OBJECTIVE		
Is marketing objective to grow market share OR to grow the size of total market?		
Is the source of business users OR non-users?		
Has there been any activities in the past trying to achieve the same objective and source of business?		
THE PATH TO PURCHASE		
Are the buyers same with OR different than the end- users?		
When and where do people usually start realizing they need the category?		
What are the steps do people usually take to get the product/service?		
Who can influence people about the way they make choices?		
What final steps do people take to actually acquire the product/category?		
Are the others who share in the act of consumption?		
THE BRAND		
What is the "for" part of the brand positioning?		
What is the "only" part of the brand positioning?		
What the "because" part of the brand positioning?		
Are the current brand associations different than the intended?		
THE PRODUCT/SERVICE		
What does the product do better than its competitors?		
How different is the product's price from competitors?		
THE PREVIOUS COMMUNICATION		
Has there been a consistent unifying theme or platform?		
Are there non-negotiable mandatory elements?		
THE LOGISTIC		
What is the budget and how is it split up?		
Are the dates for important milestones agreed?		
Are the ones who wrote the brief different that the one who'll approve the proposal?		
Who influences the approver of the proposal?		

This checklist is developed by Paramita Mohamad (<u>paramita mohamad@gmail.com</u>). Date of release: February 24, 2012. This checklist is not intended to be a teaching tool or an algorithm. Additions and modifications to fit local practice are encouraged.



Keeping Service New Client Checklist

Heather Prendergast



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