

Brief

On the following pages, you will find a series of questions relating to your brand. It may seem, like a lot, but we assure you, that each of these can prove vital to your project. Your answers will remain confidential and will not be judged in any way. Therefore, please give honest and specific answers. It is simple: the more we learn about you at this stage, the better the effects of our cooperation.

The brief is divided into 9 sections. For each question you will find an input field for your answer. Usually, there is a short, helpful description under each question, to guide you through the process. The task should not take more than 30 minutes of your time.

1. Initial information

Company Name

Name

Position

E-mail

Phone

2. Brand details

What is the name of your brand?

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What does your brand offer?

What products or services does your brand offer? How long has it been on the market? Please provide a short description of the offer.

What differentiates your brand from the competition?

How is your offer better or different from the products and services of the competition?

What channels of communication have your customers been using to interact with your brand?

Those include traditional media as well as a website or social media.

3. Target group

Who is your customer? Please select one (X) and describe briefly.

The narrower and more specific the target group is, the better we can fit the methods of communication. If you are targeting a wide audience, please divide it into segments and describe each individually.

I am targeting a narrow audience	I am targeting a wide audience

Who would be your ideal client?

Imagine a person who you would consider the perfect client and describe them by answering the following questions.

How old are they?	
Where do they live?	
What are their interests?	
What is their occupation?	
Other ideas?	

What media do your customers use on a daily basis?

Do they tend to favour traditional media – radio, press, TV? Or are they mostly internet users?

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What needs of the target group does your brand satisfy?

Apart from the basic needs, a brand may fulfil a range of emotional and lifestyle needs. E.g. The need for convenience, for aesthetics etc.

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What are the benefits of choosing your offer?

What are the benefits of choosing your brand? E.g. saving time, standing out, saving money etc.

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4. Personality

Below you will find set of traits. Please select (X) an appropriate box for your brand on each scale. 0 means that the trait does not apply to your brand at all, while 5 means it perfectly describes it.

	0	1	2	3	4	5
available						
cheap						
classical						
dynamic						
elaborate						
elastic						
elite						
exclusive						
expensive						
humorous						
innovative						
leading						
loud						
luxurious						
modern						
popular						
quiet						
reserved						
serious						
simple						
solid						
static						
traditional						
unobtrusive						
vivid						

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What is the mission of your brand?

The mission is an elevated statement which guides the brand. It may not be obvious to everybody but should be visible for a careful observer. E.g. the mission of Coca-Cola is „To refresh the world“.

What is the goal of your brand?

The goals are means to fulfilling the mission. E.g. Coca-Cola's goal is to provide a wide variety of drinks to every corner of the World.

What are the core values of your brand?

E.g.: for Coca Cola they are: family, happiness and passion.

In what words should your brand be described by a person who is interacting with it for the very first time?

What is the Big Idea behind your brand?

A Big Idea is one or two short sentences which sum up everything that the brand stands for. It holds the essence of the brand. Sometimes, the Big Idea can become the brand's claim e.g.: Apple's „Think Different“.

In your words describe what your brand is not.

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What are the characteristics of your market?

Is it specific in any way? What are the rules? Is it monopolized? What principles is competition based on?

Have you noticed any important trends on the market?

E.g. new technological solutions or focusing on a specific product trait.

6. Project guidelines

Have you noticed any obstacles that may have negative influence on your development?

E.g. increase in competition, specialization of offer, difficulties in reaching the target group etc. Of course these are purely hypothetical.

What is your main goal in your cooperation with us?

7. Budget

What is the planned range of expenses for our services?

By specifying the budget you allow us to create an offer tailored to your needs and capabilities.

EUR	
USD	
GBP	

Specify/Range:	
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8. Schedule

What is the deadline for Necon to provide an offer?

Please state key milestones and dates for the project:

9. Other

Do you have a website? If so, please write the address below.

Is there anything else that we need to know?

Press submit to automatically email filled out form.

After it is received and analysed internally we will contact you as soon as possible.

Should you have any additional questions or concerns please reach us on: info@necon.co
or check our contacts page: necon.co/contact/

Thank you for your time!