

PRODUCT :	_____
PROJECT :	_____
OBJECTIVE	_____
REQUIRED DATE :	____ / _____ / _____

# BROCHURE PLANNER

*“Heh man, this year’s catalogue is the best we ever received. Even our stuffiest clients are calling to congratulate us saying that they had never seen anything like it in the industry before. With this tool, we really feel confident going into the season this year.*

*Thank you!”*

The more information you can give to your design team when they first start a project the quicker they will develop a winning idea. Spend the time at the beginning to find the answers and clarify the most important points.

Company Web Site: <http://www.> \_\_\_\_\_ . \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Tel.: \_\_\_\_\_ Email: \_\_\_\_\_

## COMPANY HISTORY

*Will you be involved in the creative process, or would you rather be presented with everything.*

Corporate Culture: \_\_\_\_\_

Company's record of growth: \_\_\_\_\_

Spokesman? \_\_\_\_\_

Product Info: \_\_\_\_\_

Unique Advantages of the product: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

Other copy points: \_\_\_\_\_

Product weaknesses: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

*Direct mail, Telemarketing, or Direct sales - with a Salesman, etc.,*

Where & how is the product sold: \_\_\_\_\_

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\_\_\_\_\_

How was the product launched with what marketing & advertising? \_\_\_\_\_

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How has the product performed? \_\_\_\_\_

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What is the product's image? \_\_\_\_\_

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How does the product respond to : \_\_\_\_\_

Pricing? \_\_\_\_\_

Promotion? \_\_\_\_\_

Advertising? \_\_\_\_\_

What are the current & future market conditions for the product? \_\_\_\_\_

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Is the product category growing or static? \_\_\_\_\_

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Is the category of high or low interest? \_\_\_\_\_

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Are there any regional or seasonal considerations? \_\_\_\_\_

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### **THE COMPETITION**

	Brand	Company	Market Share
1)	_____	_____	_____
2)	_____	_____	_____
3)	_____	_____	_____
4)	_____	_____	_____
5)	_____	_____	_____

How does your product compare to the competition? \_\_\_\_\_

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Which is the greatest competitor & why? \_\_\_\_\_

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Are there important differences between your product & the competition? \_\_\_\_\_

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How do your competitors differ in their advertising, marketing & pricing? \_\_\_\_\_

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Is there a unique niche for your product? \_\_\_\_\_

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What is the size of the market in units & dollars? \_\_\_\_\_

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*Who will buy the product, including demographics. e.g., Pulp & Paper industry, Engineers, usually middle aged, middle or upper middle class, average income 60-80K per annum, well read, well informed, detail oriented, city dwellers, usually drive Volvos, etc.*

## **TARGET MARKET**

Describe the target Audience? \_\_\_\_\_

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Who influences the buying? \_\_\_\_\_

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Who will actually use the product? \_\_\_\_\_

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Who are the heavy users of the product? \_\_\_\_\_

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*e.g.,  
Desire for prestige,  
Security, to be on the  
Cutting edge -  
Leading technology.*

What kind of emotional sell would motivate someone to buy your product? \_\_\_\_\_

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Why wouldn't someone buy your product? \_\_\_\_\_

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*e.g.,  
Lead generation,  
Direct sales,  
Product awareness,  
Disseminate  
information*

### **THE PROJECT**

What are the objectives? \_\_\_\_\_

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How will you measure its success? \_\_\_\_\_

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Are there any other promotions planned in conjunction? \_\_\_\_\_

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e.g., upscale, friendly.

What kind of tone - graphic & copy, do you feel is appropriate \_\_\_\_\_

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Include samples.

How have past promotions adverts fared? \_\_\_\_\_

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Include pertinent materials.

Do you have any current market research? \_\_\_\_\_

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### **MATERIALS REQUIRED:**

- 1) Product sample - if possible.
- 2) Past advert promo efforts & samples.
- 3) Competitors' adverts & promo
- 4) All applicable research.

### **SCHEDULE**

#### **The Ideal Schedule**

This following example schedule has been constructed for a multi-page detailed product/service brochure/catalogue or advertisement. Times will vary dependent upon the availability of information, samples, contact personnel, and the urgency of delivery. The more time (within reason) you set aside to complete the project, the more likely you are to receive a useful effective solution.

#### **Quick Fix**

Sometimes, you just don't have enough time to follow the ideal path, in these cases, prepare as much information as you can following the planner, make yourself easily available or assign a well informed internal project manager, set the required delivery date and any reputable design house will advise you if your project is possible.

At Solutions PrintPro, we pride ourselves on being able to turn on a dime and produce, effective materials "lickety split!"(very quickly)

# PROJECT SCHEDULE

Day/Month/Year

**(1)**

First meeting with Solutions PrintPro (SP) includes budget determination, and information dissemination

*Don't forget the product, previous/existing advert/brochures samples,*

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**(2)** *Allow 1-3 weeks from 1st meeting*

(SP) presents 2 design ideas, includes rough sketches & key copy points

*Together, we discuss the ideas - Customer & SP, and select the best for further development, or (SP) returns to the drawing board and repeats this process until we can all agree on the direction for design & copy.*

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**(3)** *Allow 1-3 weeks*

(SP) submits 1st draft & colour comp layout

*We all discuss the copy and design, making more detailed decisions about text, design and support photographs. The photography session is planned. The desired angles, and points of focus are determined. availability of perfect product samples, models and backgrounds, locations & support are scheduled.*

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**(4)** *Allow 1-2 weeks*

Solutions PrintPro submits 2nd draft, tight design and photos for selection.

*By this time, we have a firm handle on the design, the real photographs are in place, and the copy is almost final. Together, we discuss the proofs, tweaking the design and text to perfection. This stage maybe completed electronically, using Adobe Acrobat and the telephone.*

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*After this session the next proof is the final before production.*

**(5)** *Allow 1-2 weeks*

Solutions PrintPro submits final electronic colour proofs

*This proof is final before hard copy proofs. After this any changes are really expensive and extra to the quote. Make sure this is really what you want.*

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**(6)** *Allow 1-2 weeks*

Solutions PrintPro submits final hard copy colour proofs

*This proof is final before printing. It is a colour check. Today's pre-film Kodak approval proofs are as good as post-film matchprints. These proofs show actual colour, just what you can expect in the final printed piece. If there are any critical colours, make sure they are right now. Global on the press colour changes can be made, such as reduce the blue all over by 10%, however, it is not recommended. It is almost impossible to achieve spot adjustments without affecting something else.*

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**(7)** *Allow 1-2 weeks*

Solutions PrintPro delivers final product.

*With all the proofs, checks and balances, the final product should be just what you need.*

*Get it out there. Start using it immediately. No matter how good a brochure is,*

*it won't do a damn thing for you sitting in the box.*

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*Then, when the results come in, tell your associates, friends & bosses, that you were instrumental in the design and production, 'cause if you followed this planner to the end, you really were instrumental in its success!*