



SPECIFICATIONS / BRIEF

HOW SERIOUS IS IT, DOC?

COMPANY NAME

DATE

Following your purchase, the following completed document represents the specifications file and will be the work tool for the partner in charge of the offer ordered.

YOUR ACTIVITY

Briefly describe your activity, the services or products that you offer. Don't forget to mention the field in which your company operates its activities.

BENEFITS OF YOUR PRODUCT/ SERVICE

Explain what makes your product/service special and its unique characteristics. You can send us your current PowerPoint or Word presentation presenting all the information.

WHO ARE YOUR COMPETITORS?

Tell us who your competitors are in your market sector. You may also give us the website addresses of your competitors.

DEFINE YOUR TARGET GROUP

A factual description of the target is important. Simply state: age, income and interests of your target, for us to identify your target audience. It is also important to mention if you are a BtoB or BtoC company.

STATE YOUR BRAND MESSAGE

Briefly explain what key messages must be heard in your project: be clear about what you want to express. In the best-case scenario your message comes from your market position, but you need to be more specific here and explain what makes it different from other companies in the same market segment.

YOUR SLOGAN

The slogan directly comes from your brand message. Define your slogan for specifications.

DEFINE YOUR POSITIONING

A company's positioning is crucial to conquer new markets and clients. Mention your current positioning, signature and key elements chosen to differentiate yourself from your competitors in the minds of the consumers.

ELEMENTS TO CLARIFY

For us to understand the direction in which you wish your speech to go, please fill-in the following information.

YOUR DOCUMENTS:

Share with us your recommendations and strategic documents previously written, mentioning your brand platform and editorial line. Attach the files to your email or mention here a wetransfer link to download them:

YOUR COMMUNICATION DOCUMENTS:

Share your previous communication documents and indicate their objective. Attach the files to your email or mention here a wetransfer link to download them:

YOUR COMMUNICATION:

Towards which type of communication do you wish to go? Why? Send us examples of communication models towards which to strive (in your sector or other).

CHECK EVERYTHING ONE LAST TIME

Please take the time to read one more time your specifications.

You should send the document only once you are sure that all the necessary content is included in this document.

If you have any question with drafting your specifications, please do not hesitate to contact our support team by email or by phone
> help@labiga.com >> 06 58 17 90 81