



# ROADMAP / PACK

## COMMUNICATION PACK: THE ESSENTIALS

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 pack ordered.**

You have just purchased the Communication Pack: The Essentials. With this pack, you will be able to distinctively work on the following elements:

- Communication audit
- Graphic identity
- Positioning and signature
- Presentation document
- Presentation video
- Social media strategy and graphic presentation of the pages
- Marketing-Communication support over 1 month

Your LaBigAddress copilot will contact you within 72 working hours to define the roll-out of this pack with you and to finalise your brief.

Throughout the design of the various communication operations, your copilot will consult with you to ensure exchanges between the relative teams and the various agents to guarantee the quality of the deliverable.

For the first meeting, we invite you to prepare the following elements:

### 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. 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 indicate if you are a BtoB or BtoC company.

### 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.

## 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.

## DEFINE THE STYLE

By describing the style of your favourite design, you help us define and determine faster a style in line with your market, your product/service and your taste, to be relevant and, above all, unique.

## 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.  
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