



# SPECIFICATIONS / BRIEF

## A PLAN WITHOUT A HITCH

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.

## 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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