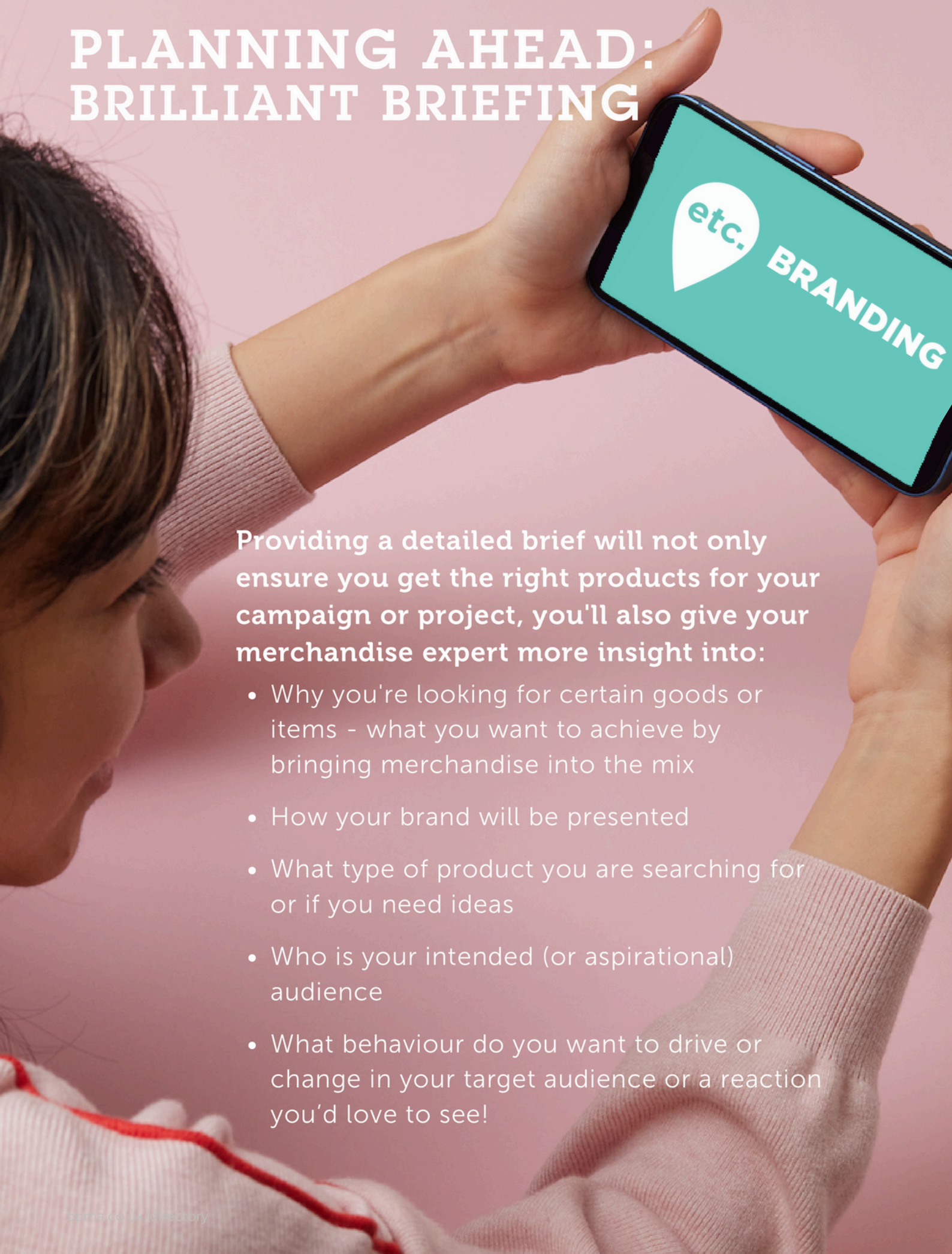
etc. BRANDING

YOUR GUIDE TO BUYING PROMOTIONAL MERCHANDISE

How to curate a brilliant product brief

www.etcbranding.com 0333 358 3522 info@etcbranding.com

PLANNING AHEAD: BRILLIANT BRIEFING



Providing a detailed brief will not only ensure you get the right products for your campaign or project, you'll also give your merchandise expert more insight into:

- Why you're looking for certain goods or items - what you want to achieve by bringing merchandise into the mix
- How your brand will be presented
- What type of product you are searching for or if you need ideas
- Who is your intended (or aspirational) audience
- What behaviour do you want to drive or change in your target audience or a reaction you'd love to see!

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CONSTRUCTING YOUR BRIEF: THE BIG QUESTIONS

Use these points to help you create the perfect brief



- What is the purpose of the promotional product? What job do you need this item to do? E.g. change behaviour, create awareness, get people talking?



- Who will receive the item you're going to produce? Paint a picture of the ideal target market.



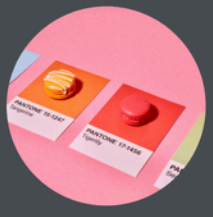
- Is there a strong call to action? What do you want the recipient to do once they receive the promotional item? E.g. visit your website, book an appointment, or just a reminder of your services?



- Do you already know what product(s) you would like? Would you like some advice and ideas?



- Do you have artwork or designs ready? Do you need any help with creating the right type of artwork? Remember your branding might look different on merch and need a different approach.



- Do you have specific Pantone references you need to use on your designs? Do you already know how many colours you need to print?



- Do you know how many items you need or do you need some advice on the final quantities?

CONSTRUCTING YOUR BRIEF: THE NITTY GRITTY

Now let's consider the details to pin down what's possible when you submit your brief.



Do you already have a set budget available for the items you need to order?



How many quotes do you need to secure before you proceed? Do procurement or buying need to be involved?



When do you need the items? Work backwards from the date you need to send or hand out your products to estimate a date for delivery, allowing plenty of time.



Is the idea you have in mind best suited to a bespoke item? Lots of promotional products can be tailored to your needs or unique products created just for you.

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CONSTRUCTING YOUR BRIEF: THE NITTY GRITTY

The final stage - finishing touches down to delivery.

How do you want to present your items? Do you need packaging and should this be branded?



Do you know where the items need to go? E.g. to one UK address, multiple addresses or perhaps multiple deliveries in different markets?



A valid purchase order with agreed payment terms will be needed before you proceed. Discuss with your merchandise provider what's needed to press 'go' on your order.



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FANCY A CHAT?

We're here to help with any advice or help you need. Give us a call on 0333 358 3522 or email us at info@etcbranding.com with your question.