

## Briefing form for special productions

Your Name:

Your Company:

### 1. For what occasion would you like to use promotional items?

(You will find the relevant bullet points for the respective subject areas in our attached legend.)

- |                          |                             |                      |
|--------------------------|-----------------------------|----------------------|
| <input type="checkbox"/> | Product-/ service marketing | <input type="text"/> |
| <input type="checkbox"/> | Fair                        | <input type="text"/> |
| <input type="checkbox"/> | Events                      | <input type="text"/> |
| <input type="checkbox"/> | Company                     | <input type="text"/> |
| <input type="checkbox"/> | Employee branding           | <input type="text"/> |
| <input type="checkbox"/> | Merchandising               | <input type="text"/> |
| <input type="checkbox"/> | Customer loyalty            | <input type="text"/> |
| <input type="checkbox"/> | Seasonal articles           | <input type="text"/> |

### 2. Target group

Male \_\_\_\_ %      Female \_\_\_\_ %      Children \_\_\_\_ %

Age groups from  till  years.

Description target group:(f.e. End users, trade fair visitors, dealers, field service, tech-savvy, sporty, etc.)

### 3. Total number and budget per item

The exact number and budget have already been determined.

Amount:  Pc.

Budget:  €

The exact number and budget have not yet been determined.

Amount: ca.  Pc.

Budget: ca.  €

### 4. Date of delivery (When is the article required?):

- Fixed date on \_\_\_\_\_ arriving.
- in week \_\_\_\_\_ arriving. Delivery
- date is not yet known.

### 5. Sustainability (DO you put emphasis on sustainable articles?)

- |   |  |
|---|--|
| <input type="checkbox"/> longevity  | <input type="checkbox"/> CO2 neutral production    |
| <input type="checkbox"/> Renewable raw materials  | <input type="checkbox"/> CO2 neutral items         |
| <input type="checkbox"/> Recycling materials  | <input type="checkbox"/> Compostable raw materials |
| <input type="checkbox"/> Renewable raw materials and ecological cultivation Werbeartikel, |  |
| <input type="checkbox"/> that can remain in use for a long time (over 1 year) materials,  |  |
| <input type="checkbox"/> that can be recycled   |  |

Further:

In life there is not always a manual, but there are qualified employees who will be happy to answer any questions you may have about your concerns. Contact us today, we're happy to help!



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## **Description:**

### **Product-/ service marketing:**

Product launch Sales promotion at the POS  
Image building and maintenance Strategy  
corporate values

Newspaper Supplement  
Rebranding bonus  
System mailing new  
Customer acquisition

### **Fair**

Industrial fairs  
Personnel fairs  
In-house fairs

Public fairs  
Regional fairs

### **Events**

Sports events  
Internal events

Works meeting  
Anniversary

### **Company**

Flags  
Office supplies  
Company textile

Company crockery  
Name badges  
Premium system

### **Employee Branding**

Starter package  
Birth  
Birthdays

Anniversary  
Pension

### **Merchandising**

Articles with a high degree of identification with the company and high levels of desire among employees, customers and the general public, e.g. Product presentations as a model

### **Customer loyalty**

Customer gift  
Bonus system  
Complaint gift

### **Saisonal items**

Eastern  
Sportevents

Christmas  
Seasonal