

BRIEFING FORM



VISUAL COMMUNICATIONS

Company : Acme Motors (Pty) Ltd.
Contact person : Jeremy Clarkson
Contact details : 011-123-4567 / 082-123-456-7890
Email : jdude@acme.co.za
Project name : Pavement pullup banner

Project description :

I need one pull-up banner like the picture I showed you in Drive magazine.
I have 3 budget tyres at a half price special and I want to promote this.
All I have to guide you on the design is a sign board & a business card.
The design must be kept simple and plain. I must look like a budget dealership.

Aim of project (what you want it to achieve) :

To promote my half-price special offer.
I must look like a budget dealership where all my tyres will be cheap.

Specifics (particulars that must be addressed) :

Dunlop KY - R299 each
Continental 4500 - R325 each
Continental 4600 - R345 each
Corporate red colour: 0/75/100/10
Must have logo & an arrow pointing at my reception desk.

Company / Industry background :

I'm a non-franchised tyre dealer. I don't have the budget to compete with the big boys so my prices have to have super low margins. I have a lot of longterm customers who want bulk (like taxis) rather than the "once off" private car owner.

Target market :

Low end, budget car owner

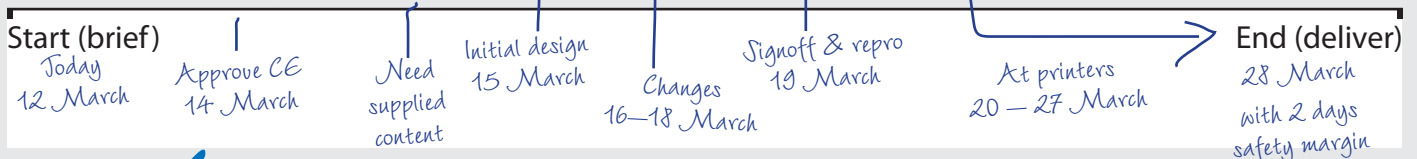
Deadline :

By end of March

Budget :

Less than R2000
(including printing)

Timeline : (guided by Impasto)



Tick (✓) :

- Yes, please archive my artwork. (an archive retrieval fee of R150 will be charged)
 No, you can delete my artwork... I won't need it again.

- Yes, I have read Impasto's document "The Business of Graphic Design for Newbies" and agree with it.

Signed :

J Clarkson