Prepared by:

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Account Manager

Campaign ID: 180008

Campaign Name: Test Version 4

Pipeline ID: 180008-6967

Job Order No.
J1800007

Stage
No Pitch

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CLIENT'S BUDGET RANGE

What is client's budget range for this project? If not specified, in your understanding of the client, what budget range would you recommend?

P100,000 and below

BRAND PROFILE

Please describe the brand personality

tyhtyuty

COMMUNICATION OBJECTIVES

What does the client want to achieve through this project?

☑ **Increase Awareness / Educate**

☐ **Encourage Engagement**

☐ **Encourage Product Trial**

☐ **Drive Traffic**

☐ **Others (please specify)**

UNIQUE SELLING BENEFITS
What would make our audience choose this product over competitors? Which product benefit do you want to highlight?

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DESIRED AUDIENCE RESPONSE
What does the client want our audience to think or feel?

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TARGET CONSUMER: AGE

- ☐ **8 – 12**
- ☐ **13 – 17**
- ☑ **18 – 24**
- ☑ **25 – 29**
- ☐ **30 – 34**
- ☐ **35 – 39**
- ☐ **40 and above**
- ☐ **Others (please specify)**

TARGET CONSUMER: GENDER

Both

TARGET CONSUMER: SOCIO-ECONOMIC CLASS

- ☑ **AB**
- ☐ **C**
- ☐ **D**
- ☐ **E**

TARGET CONSUMER ASPIRATIONS
What do your target consumers wish to achieve or become through your brand?

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TARGET CONSUMER PAIN POINTS
What stops target consumers from achieving aspirations mentioned above?

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OTHER TARGET CONSUMER DESCRIPTIONS
What other consumer lifestyle or consumption habits should we consider in crafting content for these consumers?

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CLIENT'S SOCIAL MEDIA ACCOUNTS
Please indicate the official account names and links that can be tagged

asdasd

CLIENT'S TRACKING TAGS
Does client have tracking tags they wish for us to use to track performance of their paid content?

asdasdads

CLIENT'S HASHTAG/S, KEYWORDS, SEO WORDS

asdasdasd

GUIDELINES

Content Quantities

asdasd

Client Mandatories (Are there colors, images, fonts, and other elements the client is specific about using? Please include links if available.)

asdasd

Words to describe THE BRAND

asdasd

Content do's and don'ts

asdasdasd

Out of bound topics

asdasd

Please itemize what you would like StoryLabs to produce.

☑ **Slants**
☑ **Mock-up**
☑ **Concept Paper**
☐ **Deck**
☐ **Timetable**
☐ **Production Cost Estimate**
☐ **Preview Link**
☐ **Others (please specify)**

Preferred Summit Content Format

☑ **Product Feature**
☑ **Service Journalism**
☐ **Announcement**
☐ **Event Coverage**
☐ **Stories from Real People**

☐ **Endorser/Brand Ambassador Profile**
☐ **Thought Leadership Piece**
☐ **Quiz / Poll / Survey**
☐ **Recipe**
☐ **Humor, Nostalgia, Hugot, Drama**

What execution does client have in mind?