

DESIGN BRIEF SHEET

PROJECT DETAILS

CLIENT	<input type="text"/>	DATE	<input type="text"/>
BRAND	<input type="text"/>	ENQ. No.	<input type="text"/>
PROJECT	<input type="text"/>	WEB SITE	<input type="text"/>
CONTACT PERSON	<input type="text"/>		

DISPLAY UNIT INFORMATION

Floor Stand	Counter- Top	Others	Others
Single-Sided <input type="checkbox"/>	Display <input type="checkbox"/>	Parasite <input type="checkbox"/>	Cash Till <input type="checkbox"/>
2 or 3 Sided <input type="checkbox"/>	Dispenser <input type="checkbox"/>	In- Line system <input type="checkbox"/>	Dump- Bin <input type="checkbox"/>
Island Unit <input type="checkbox"/>	Wall Mounted <input type="checkbox"/>	Shop-in- Shop <input type="checkbox"/>	Suspended Display <input type="checkbox"/>
Rotating Display <input type="checkbox"/>	Rotating Display <input type="checkbox"/>	Retail Shelving <input type="checkbox"/>	Bay Breaker <input type="checkbox"/>
Any other Type (Specify)	<input type="text"/>		

Overall Dimensions: Height: Width: Depth:

Display Unit Life: Semi Permanent (Upto 1 Year) Permanent (1- 3 Year)

Branding: Interchangeable Fixed

Lighting: Illuminated Non-Illuminated

Brand Colors :

Marketing Goals for Display :

Materials of Choice, If any:

Statutory & Regulatory requirements

Standards or Codes of Practice, if any:

DISPLAY UNIT INFORMATION

Total Quantity: **Budget per Unit:**

PRODUCTS ON DISPLAY/ SKU INFORMATION

Product Name:	<input type="text"/>	Pack Dimension (HXWXD):	<input type="text"/>	No. of packs:	<input type="text"/>
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Product USPs:

Target group / audience:

Brand Tag-line / Slogan:

Competitor's Products:

MARKET ANALYSIS

Target Market:

Region:

Placement of unit in Store:

Competitors in market:

RECEIVABLES Note: Please provide as much information as Possible

Corporate Identity Guideline	<input type="checkbox"/>	Brand Logo	<input type="checkbox"/>
Product / SKU sample/images	<input type="checkbox"/>	Artwork/branding	<input type="checkbox"/>

DELIVERABLE Note: Minimum 5-6 working day is required for concept design

Conceptual sketches	<input type="checkbox"/>	3D Rendering	<input type="checkbox"/>
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Expected design delivery date:

NOTES / SKETCHES Please describe the requirement in detail