

# Briefing requirements

for assortment items in full service

Dear sir or madam,

please leave us your contact information:

First name

Last name

E-mail address

Call number

Location / Office

Thank you!

## 5. For what occasion do you need promotional items?

### Product/service marketing

Product launch

Image building & maintenance

Corporate values

Newspaper supplement

Rebranding

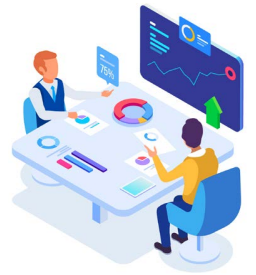
Premium system

Mailing

Acquisition of new customers

Sales promotion at the POS

Strategy



### Trade Fair

Industry Fair

Fair for the public

Staff fair

Regional fairs

International Fair

In-house exhibition



### Events

Sporting events

Internal events

Works meetings

Anniversary



### Company

Flags

Company dishes

Office supplies

Name tags

Company Merch



## Employee Branding

Starter pack for new employees

Company anniversary

Birth

Pension

Birthdays



## Merchandising

Items with a high degree of identification

Onlineshop



## Customer loyalty

Customer gift

Complaint gift

Premium system



## Seasonal items

Easter

Christmas

Seasons

Sports events



## 6. Which key target group would you like to address?

(e. g. end consumers, certain occupational groups, trade fair visitors, retailers, sales representatives, decision-makers)

Customers

Female

Male

Children

%

%

Employees

Female

Male

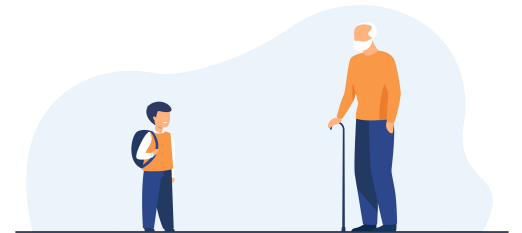
%

%



Age group from

to



What is well received by your target group?

## 7. Are there any special occasions for advertising material this coming year?

such as anniversaries, events, parties, conferences, birthdays etc.

Yes

No

What are the occasions?





## 8. Which sustainability criteria are important to you?



Renewable raw materials



Climate-neutral promotional items



Climate-neutral shipping



Biomaterials



Recycled material



Country of manufacture EU/DE

Other remarks:

## 9. What article ideas of your own do you already have?

## 10. What budget is available to you each year?

circa

€

## 11. Which price structure is suitable for you?

## 12. In which edition should your article be produced?

circa

pieces

## 13. Is there an interest in branded packaging for the item?

Yes

No

Maybe



## 14. Which shipping is suitable for you?

National

International

## 15. Do you have any other requests?

## Thanks for filling out!

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



**Anastasia Vetter**

E-mail: [avetter@der-hagemann.de](mailto:avetter@der-hagemann.de)

Call: +49 (0) 8141-3698 18