POS Briefing Form

Client			
Contact			
Campaign			
Budget (Total)		Unit Cost:	
Tender	Yes	No	

BrandSpec Office use:			
New Job:		Amendment:	
CSM			
BSL #			

Project Overview

(Please attach photos and additional information along with this brief form)

Item Type

- ☐ Flyer
- ☐ Book
- ☐ Brochure
- ☐ Wobbler
- ☐ Neck Tag
- ☐ Posters
- ☐ Other: (Please list)

Job Brief

- ☐ Artwork supplied
- ☐ Studio Artwork Required
- ☐ Client Brief
- ☐ Channel: (eg Countdown)

Details

- ☐ Size: W x H
- ☐ Stock: Silk / Matt / Gloss
- ☐ Weight: GSM

Printing / Finishing options

PRINT PRODUCTION

CMYK	PMS

PRINT FINISH

Die-cut	Other (eg emboss/thermochromic ink)

Laminate	Spot UV
Gloss Matt	Gloss Matt

Timeline (Walk back delivery date)

Brief	Date	
Design (2-3 Days)	Date	
Quote (2 Days)	Date	
Printed Proof (1-2 Days)	Date	
Print (1-2 Weeks)	Date	
Distribution (1-2 Weeks)	Date	
Delivery (2-5 Days)	Date	
Campaign Start	Date	

Despatch

Delivery Details			
Delivery Address			
Delivery Options	☐ **Split Delivery**	☐ **Distribution List**	☐ **Bulk Supply**
POD			
Storage (please detail)			
Logistics (please detail)			