

Presentation PREMIUM PACK CREATIVE BRIEF

Please, fill out the following questions. In case you don't have a ready answer to a particular question, take a look at our useful [help pages](#).

For the creation of this presentation, we will expect from you the following content: final copy, company logo (in a vector file), thematic visuals (if any).

I. GENERAL INFORMATION

1. Contact person:

2. E-mail address:

3. Company name:

4. Company Website:

The following three questions will help us optimize our design for your brand.

5. Type of business:

/In what field does your company specialize? What is the product or service you offer? What is the main customer benefit? Resolution of a problem, achievement of a desired outcome or fulfillment of a need?/

6. Main consumer groups:

/Describe your customers in terms of location of residence, nationality, age, gender (if relevant), financial and educational status, lifestyle, values./

7. Brand personality:

/A brand personality is similar to a person's personality and is something your customers can relate to. Imagine your brand is an individual. What qualities/values would he/she have?/

8. Editorial voice:

/Continuing from the previous question, how does this person usually talk, what is his voice? Official, casual, emotional, bold, restrained, smart, authentic, personal, down-to-earth, other?/

II. CONTENT & DESIGN

1. Please, name your project (only a working title):

2. In what context will this presentation be used?

business professional research personal
other:

3. How will it be used?

in person online

4. For what audience is the presentation intended? What is the approximate audience size?

5. What is the main topic of the presentation?

6. What is the main goal of the presentation?

inform persuade inspire compel to action
other:

7. What way of communication of your ideas do you prefer?

straightforward creative

8. What will be the suiting tone of voice here?

professional casual
energizing contained
educational conversational
other:

9. What is the your preferred ratio between emotional and logical appeals for the visual communication of ideas?

EMOTION

LOGIC

10. And how should seriousness and humor relate to each other?

HUMOR

SERIOUSNESS

11. If you have any favorite designs, similar to your vision for this content piece, please attach them to this email or provide us with a direct web link.

12. Preferably, the visualization should include mainly:

NOTE: For all options listed below, you could get unique visual elements crafted by our creative team - adds to production time and price.

icons illustrations typography photographs

other:

13. The main style of the infographic should be?

corporate/ balanced artistic/ conceptual brave/ rich

other:

14. Do you have brand style guide that should be followed for this design? (If yes please attach to this e-mail)

15. In which file type do you want your ready content?

Powerpoint PDF

other:

16. Would you mind the infographic to become part of our product portfolio on Le Content website?

yes no

Please save this PDF file and send it to us via e-mail, accompanied by all additional materials promised along the way (final copy, company logo, brand style guide, exemplary designs). In case your files are too big to be sent via email, you could send them via We Transfer (www.wetransfer.com) or other similar file-transfer platform.