

# PROMOTIONAL MARKETING PROJECT CHECKLIST

## MARKETING OBJECTIVE

- General Giveaway
- Special Event Giveaway
- Corporate Merchandising
- Client Gifts
- Company internal-use items, such as Welcome Kits, Office Stationery
- Product or Brand Launch
- Business-to-Business, Corporate Gift-Giving
- Employee rewards, such as Service or Safety Recognition
- Uniform or Teamwear

## WHO ARE MY RECIPIENTS?

*(Fill in as many as possible)*

Total Number of Recipients: \_\_\_\_\_

Majority Age Group: \_\_\_\_\_

Majority Gender Group: \_\_\_\_\_

Is there a common occupation, profession or interest among recipients (If so, what is it?):

\_\_\_\_\_  
\_\_\_\_\_

Other Value, Preference and lifestyle:

\_\_\_\_\_  
\_\_\_\_\_

## WHAT IS MY EXPECTED PRICE POINT?

*(Pick one)*

Lump-Sum Total: \_\_\_\_\_

Per-Person Value: \_\_\_\_\_

Does this include shipping and other fees?

Yes  No

## WHAT ARE THE ABSOLUTE IN-HAND DATE AND DELIVERY LOCATION?

*(Fill in as many as possible)*

In-Hands Date: \_\_\_\_\_

Ship-To Address: \_\_\_\_\_

Special Event Date *(if applicable)*: \_\_\_\_\_

Special Event Start Time:

Morning  Afternoon  Evening

## WHAT TYPE OF ARTWORK DO I HAVE?

AI file  EPS file

JPG, JPEG file - additional artwork support required

PNG file - additional artwork support required

Need design work

Specific Imprint colour required (PMS value):

\_\_\_\_\_  
 I'm not sure