



Launch Engineering
Part art. Part science.

Launch Engineering Pty Ltd

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New Product Development & Launch
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Marketing Brief – Discussion Draft

Your details: Name: _____ Co. Name: _____

Email: _____

Website: _____

What is the marketing problem? What are the issues?

Price Product Distribution Promotion People Processes Market Knowledge
Competition Market attractiveness Economy Technology Environment Legal
Climate Innovation Life Cycle Intermediaries Other?

What business are you in?

Where should the business be in:-

1 year? 3 years? 5 years?

Describe the personality of the business...

This could be helpful

Budget? _____



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Marketing Brief Discussion Document

The marketing brief is a stimulus for management to prioritise and identify company objectives. It should form the basis of the formal brief, the function of which is to lay down targets for Launch Engineering and quantitative evaluation criteria for the client.

1. What is the marketing problem?

A brief summary of the key problem that management believes needs to be addressed to improve the marketing performance of the company.

2. What business are we in?

This is crucial to the focus and direction of all marketing and management decision making. Are you in Premium segments only, the whole market, a selection of segments or the whole industry?

3. Where should the business be in 1 year, 3 years, 5 years...

... helps set priorities, gravity, implications, commitment and tests management resolve,

4. Describe the personality of the business.

All management decisions must be palatable and complimentary to the human element of the company.

5. This could be helpful

Any key issues or additional information that affects the direct the marketing takes such as corporate sensitivities, etc. Please feel free to embellish, or alter this form. We invite you to add to with extra explanation, including drawings, graphs, or object you think are relevant to preliminary discussions.

Extra Information

A large dashed-line rectangular box intended for extra information, overlaid on a background graphic of a stylized 'L' made of grey 3D blocks.