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BTL Brief

MSC-13953[EDIT](#)

MSC-13953/P&G Creative Media Kit

**Job Initiated on :** 18.9.08 | **Client Servicing:** AHMED NAVED**Attachments:** RICE-PR-brief---final.doc; Rice-Full-Leaflet-Display---18-7-08.jpg**Creative:** DXBTRAFFIC**Timeline:**

21.9.08

25.9.08

What is required?

A creative media kit, to be sent across to editors and journalists as part of P&G's Pringles Rice Infusions' media relations campaign.

See attached P&G brief

Creative / production to create the following:

- A 5 kilo rice sack - see sample enclosed - with screen printing on both sides: 150 nos.
- A 1GB USB, screen printed on one side: 150 nos

Creatives:

- Brand Logo (supplied by client):side 1 of of the rice bag
- "The goodness of rice, packed in every crunch" : side 2 of the rice bag

Where will it be exposed/placed/installed?

Media

Whom are we talking to?

Editors / journalists

What is the single most persuasive idea we must convey?

"The goodness of rice, packed in every crunch"
Why should they believe us?
Product features
What languages will we be communicating in?
English & Arabic
Are there any creative guidelines or mandatory inclusions? If yes, what are they?
Will be supplied with logo.
What sizes are proposed?
see sample rice sack
Is there any literature available and attached? (especially for brochures)
NA
Are there any budget indications or limitations?
NA
Are there any attachments to this brief? Literature, past work, samples of competition, etc.
See attached brand brief
What is the time line?
1 week for final delivery