

Introduction

Thank you for your interest in our Billboard Design services. **headoffice** is delighted to provide you with a custom-designed Billboard that will accurately reflect your business values and the outstanding features of your products and services.

We deem it essential that we spend the time and effort to know you and acquaint ourselves about your business and products prior to embarking on a Billboard design.

Prior to completing our questionnaire, we ask that you precisely reflect on the following:

- Your objectives for your new Billboard,
- The features of your products and/or services,
- Your business mission,
- Your target audience, and
- The image you wish to portray.

Our Work Process

1. Client chooses ONE design from three (3) exclusive Billboard concepts.
2. Client sends **headoffice** a WORK ORDER.
3. Client gets a detailed design.
4. Client inspects and does final approval of design.

Note: Additional payment is required if you make any major changes after you have already approved the work for printing.

5. **headoffice** does an estimate for you.
6. Client pays **headoffice** an advance of 40% of total cost.
7. **headoffice** begins final design (output to client) process.
8. **headoffice** does pre-press and printing.
9. **headoffice** delivers the work to you.

Your Job is COMPLETE !

NOTE

Customer retains pages 1, 2 and 6

PRIVACY NOTE: **headoffice** does not sell or trade your company information with any other source, GUARANTEED. We treat all our clients' information in the strictest confidence for two simple, yet critical reasons: *our ethics & a desire to develop a long-term relationship with you.*

§ 1 Company / Organization Information

Company/Organization Name _____ Address _____

Contact Person _____ Title _____ Telephone _____ E-mail _____

Business Type _____

Age of Company New 1-5 Years 6-10 Years 11-20 Years 20+ Years

Company History, Opportunity and Future Business Planning _____

§ 2 Your Audience & Your Message

Your Company's intended and symbolic messages _____

What does your Company want to accomplish with the Billboard? _____

What effect does it need to have on its audience? _____

Age of target audience: 5-12 13-19 Years 20-29 Years 30-45 Years 46-60 Years 61+ Years

Other _____

§ 3 Billboard Branding

Choose size: _____

Brand: Name _____ Color _____
 Character _____ Message _____

Existing brand communication: _____ Details of particular product: _____

Do you want follow-up press coverage & TVC: Yes No Possibly

Expected launch deadline: 1 month 2 month 3 month Other _____ Expected benefit _____

Expected date of delivery: _____

Is text already created: Yes No Re-write by **headoffice**? Yes No

If no, who will provide the text: Client **headoffice** (additional charges apply) Will you provide your logo? Yes No

When do you wish to inspect the look: 1 Week 2 Weeks Inspect the Dummy? 10 Days 3 Weeks Other _____

If **headoffice** will do your 2007 Billboard, then we will keep all 2006 documents on file: Yes, please keep records No, delete records

§ 4 Billboard Theme

2005's Billboard theme N/A _____

This Year's Billboard theme _____

Do you have your own idea about your Billboard? Yes No If no, we can create excellent custom themes for you!

YOUR COMPANY-RELATED		SUBJECT-RELATED		OTHERS	
<input type="checkbox"/>	A Product/Service-based	<input type="checkbox"/>	A Nature	<input type="checkbox"/>	A Theme-based
<input type="checkbox"/>	B Customer-based	<input type="checkbox"/>	B Animals	<input type="checkbox"/>	B Idea-based
<input type="checkbox"/>	C Function & Benefit-based	<input type="checkbox"/>	C Scene	<input type="checkbox"/>	C Other
<input type="checkbox"/>	D Product & Lifestyle-based	<input type="checkbox"/>	D Art		
<input type="checkbox"/>	E Product & Service Benefits-based <input type="checkbox"/> Direct Use <input type="checkbox"/> Indirect Result	<input type="checkbox"/>	E History		
<input type="checkbox"/>	F Others	<input type="checkbox"/>	F Religion		
		<input type="checkbox"/>	G Other		

Choose one idea

Please choose the look of your Billboard: Corporate Product Market Hype Promotional

§ 5 Language Choice

Please choose a language or language-combination for your Billboard

- Bangla British English American English

§ 6 Printing Options

Do you want to print by yourself: Yes No

Please choose type of printing option:

Economy

- Solvent
 Panaflex

Other: _____

Standard

- Inkjet
 Adhesive

Other: _____

Exclusive

- Laminated
 Adhesive

Other: _____

Terms & Conditions

- Credit Line Photographer, Agency, Copywriters, Others as applicable.
- Payment Work Order plus advance with the Balance to be paid within 7 days of delivery.
- Coordination You agree that you will supply **headoffice** with all required information in a timely manner. **headoffice** is not responsible for delay of project due to your delays or due to conditions beyond our control.
- Delivery Design will be delivered in a CD-ROM. A COLOR CHART and COLOR PRINT will be given in A4 format.
Note: If you wish, a product DUMMY may be provided.

headoffice Contact Person

Client Service Executive
cell: 01717040403
e-mail: info@h-office.com

headoffice Contact Information

address: 37/B Indira Road, Dhaka 1215, Bangladesh
cell: 0177 040403 | fax: 913-8441 | office: 913-8265
e-mail: info@h-office.com

CLIENT NOTES

DATE _____

DATE _____

DATE _____