

Introduction

Thank you for your interest in our Television Commercial Design services. **headoffice** is delighted to provide you with a custom-designed TVC 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 TVC design.

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

- Your objectives for your new TVC,
- 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 TVC 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 TVC? _____

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 TVC Branding

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 months 3 months 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 TVC, then we will keep all 2006 documents on file: Yes, please keep records No, delete records

§ 4 TVC Theme

2005's TVC theme N/A _____

This Year's TVC theme _____

Do you have your own idea about your TVC? 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 TVC: Corporate Product Market Hype Promotional

§ 5 Language Choice

Please choose a language for your TVC

- Bangla British English American English

§ 6 TVC Options

What is your expected duration of the TVC?

- 5 Seconds
 10 Seconds
 15 Seconds
 20 Seconds
 25 Seconds
 30 Seconds
 Other: _____

What is your expected budget? (Taka)

- 50,000
 100,000
 200,000
 500,000
 Other: _____

Set Designs

- Outdoor
 Indoor
 Other: _____

Voiceover

- Children
 Female
 Male
 Chorus
 Other: _____

Theme Music

- Folk
 Acoustics
 Other: _____

Jingle

- Yes
 No

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
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e-mail: info@h-office.com

headoffice Contact Information

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cell: 0177 040403 | fax: 913-8441 | office: 913-8265
e-mail: info@h-office.com

CLIENT NOTES

DATE _____

DATE _____

DATE _____