



Worksheet to help you decide on the best product for the goal

DETAILS

These uniforms are for this group of staff:

Please detail requirements:

How many does each person need?

We need the gear at this date:

How many people need uniforms?

And at this location:

We need this logo on the uniforms - LOGO NAME:

Logo print options I like:

Embroidery - artform not a science

Digital Print – fine details

Screen Printed - block colours

Sublimation – sports gear

BUDGET

What do you want to spend per unit?

What gear does your staff have now?

Why did you choose this product?

What is the reason for wanting to get these uniforms?

To make your staff happy

To present an image to your customers to support your brand IE Mark Zuckerberg's grey tee shirt or a security officer's shirt

For a promotion

Legislation compliance - Food safety or an EBA

Your customers expect to see a specific image IE A lawyer wearing board shorts. Or a dentist in a band tee shirt are not looks to inspire confidence!

Safety – Day or Day/night

Describe the final product you feel will work best:

Are there any special needs?

DETAILS

What is the outcome you want to get with this promotional product?

- Brand awareness to a large group of potential customers
- Brand awareness to your existing customers
- To ensure your customers know your details for ordering
- To thank customers. IE gift with purchase
- A trojan Horse. EG to enable you to talk about something to the customer
- Merchandise to sell
- Trade show gift / product
- A gift
- To promote a specific product or service
- To get data or details to your customer
- Other:

How many do you need to get?

How will you be getting this product to the customer?

- Rep
- Post
- Retail office or dealer site
- With order placed
- Trade show or event

BUDGET

How much have you got to spend per item?

What do you have in stock now?

What has worked in the past and why?

Do you have a product in mind that you feel will work?

We need this logo on the product Name of logo:

What is the outcome you want to get with this promotional product?

What do you want to spend per unit?

Who will be getting them? Who's the target?

- Male
- Old
- Time poor
- Female
- Office bound
- Key stake holder to you
- Young
- Outdoors work
- Person who orders from you for another organisation
- Middle
- Drive a work car
- What sector: Telco, Legal, radie, retail, customer, IT, etc

Describe that group & what they do:

What issues do they have in their work?

What would make them happy to see you?

What would they like solved?