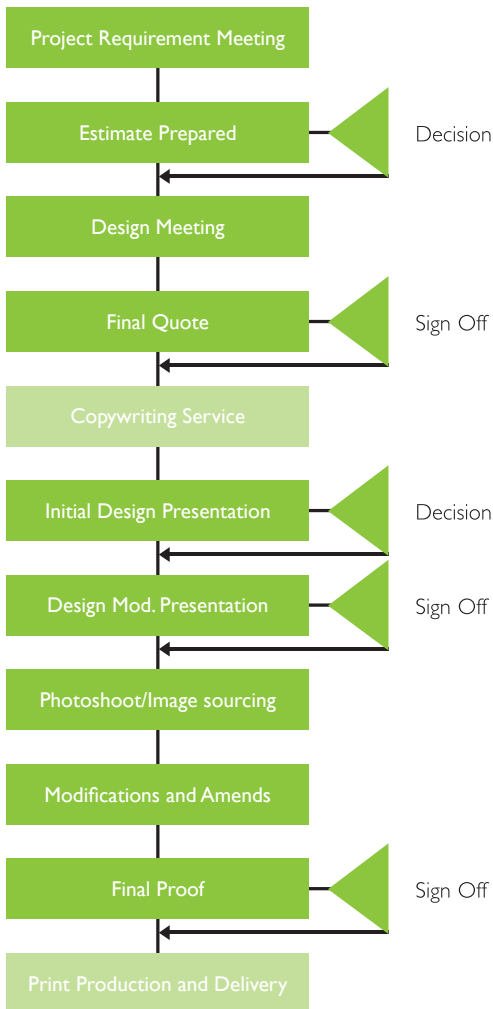




## Leaflets & Direct Mail



### 1. Project Requirement Meeting

In this meeting we will obtain an outline of your requirements so that we can propose an effective and relevant solution.

### 2. Estimate Prepared

Estimated costs quotation based on initial project requirement meeting.

### 3. Design Meeting

To confirm the requirements and logistics of the final design:

- Target audience/demographic and quantities
- Structure of the piece (Hook, Call To Arms & Contact)
- Message
- Campaign structure/duration
- Inspiration & references
- Your brand guidelines and support (logos, images etc)
- Image purchase/photography requirements
- Copy
- Print spec
- Predicted deadlines

### 4. Final Quote

Confirmation of final costings following design meeting (and predicted print costs if required).

### 5. Copywriting Service (if required)

We have an inhouse copy writing service to support your project if required.

### 6. Initial Design Presentation

Presentation of the leaflet/direct mail concept(s) will be made with a feedback session for modifications/combinations to the initial design.

### 7. Design Modification Presentation

Presentation of the modified work.

### 8. Photoshoot (if required)/Image sourcing

If your project requires more specific content then the images we source on the stock photography sites then we can organise and direct a photoshoot according to your needs.

### 9. Modifications and Amends

Small visual refinements as well as text amends.

### 10. Final Proof

Hard copy proofs to be signed off before going into full production.

### 11. Print Production and Delivery (if required)

We have a full print production service that can handle any of your print requirements.