|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brief on digital support**  APEX Consult undertakes obligations that commercial information obtained in the context of this document is confidential and may not be disclosed or transferred to third parties without the written permission of the Customer. | | | | | | | | | | | | | | | | |
|
| **Company’s full name** | **In Russian** | | **In Kazakh** | | | | **In English** | | | **Other languages** | | | | | | |
|  | |  | | | |  | | |  | | | | | | |
| **Main directions of activity (industry, types of products, what the company/products/services are all about)** |  | | | | | | | | | | | | | | | |
| **The target audience of your company (gender, age, social status)** |  | | | | | | | | | | | | | | | |
| **The purpose of the digital communications** | **Presentation of the company/product** | | **Increasing the level of awareness around the company/product** | | | | **Changing the perceptions about the company/product** | | | **Creating the target audience’s loyalty** | | | | **Other (please, describe)** | | |
|  | |  | | | |  | | |  | | | |  | | |
| **Name your 2-3 major competitors, promoting the company/product/service on the Internet** |  | | | | | | | | | | | | | | | |
| **What is unique is about your company/product/service in comparison with competitors?** |  | | | | | | | | | | | | | | | |
| **What resources would you like to use as platforms for advertising campaign?** | | | | | | | | | | | | | | | | |
| **Social networks** | **Facebook** | **Vkontakte** | | | | **MoiMir** | | | **Odnoklassniki** | | | **Google+** | | | | **Other (Please specify)** |
|  |  | | | |  | | |  | | |  | | | |  |
| **Blogs** | **Yvision** | | | **Horde** | | | | **Kerekinfo.kz** | | | **AynaLine** | | | | **Other (Please specify)** | |
|  | | |  | | | |  | | |  | | | |  | |
| **Microblogs** | **Twitter** | | | | **Tumblr** | | | | **PinMe** | | | | **Other (Please specify)** | | | |
|  | | | |  | | | |  | | | |  | | | |
| **Video channels** | **YouTube** | | | | **Kiwi** | | | | **Vimeo** | | | | **Other (Please specify)** | | | |
|  | | | |  | | | |  | | | |  | | | |
| **Popular websites** | **Nur** | **TengriNews** | | | | **Zakon** | | | **Bnews** | | | **VoxPopuli** | | | | **Other (Please specify)** |
|  |  | | | |  | | |  | | |  | | | |  |
| **In which language style are you planning to communicate with the audience?** | **Business** |  | | | | **Indirectly (starting a topic)** | | |  | | | **Short comments** | | | |  |
| **Informal** |  | | | | **Directly (building a dialogue)** | | |  | | | **Detailed comments** | | | |  |
| **In which language are you planning to communicate with an audience?** | **Kazakh** | | | | | **Russian** | | | | | | **Both languages** | | | | |
|  | | | | |  | | | | | |  | | | | |
| **How often do you think your content should be posted online** **(for example, 3 posts on social networks per month, 1 blog entry on a monthly basis, special project once in a quarter, posting banner ads not less than 3 months, etc.)** |  | | | | | | | | | | | | | | | |
| **Do you want to create viral content? If yes, what kind of content (videos, articles, motifakes, etc.)** |  | | | | | | | | | | | | | | | |
| **Are there any requirements for the promotional materials’ design?** | **Yes, brandbook requirements should be taken into account** | | | | | | | | **As preferred by the agency** | | | | | | | |
|  | | | | | | | |  | | | | | | | |
| **Date of filling in the brief** |  | | | | | | | | | | | | | | | |
| **Contact person (full name, position, phone number)** |  | | | | | | | | | | | | | | | |

***Thank you very much!***