|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brief on media placement**  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 these communications** | **Presentation of the company/product** | **Increasing the level of awareness about 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 through media** |  | | | | | | | | | | | |
| **What type of media is mainly used by the competitors?** | **Printed (newspapers/magazines)** | | **TV** | | | **Radio** | | | **Other (Please specify)** | | | |
|  | |  | | |  | | |  | | |  |
| **Types of media you are planning to be placed in** | **Printed (newspapers/magazines)** | | **TV** | | | **Radio** | | | **Other (Please specify)** | | | |
| ***Regional*** |  | |  | | |  | | |  | | | |
| ***Republican*** |  | |  | | |  | | |  | | | |
| ***Foreign*** |  | |  | | |  | | |  | | | |
| **Preferred time of airing/broadcasting the materials in case of placing on TV and radio** | **Prime time (more effective, but more expensive air time)** | | | | | | **Usual time** | | | | | |
|  | | | | | |  | | | | | |
| **Planned period of placement** |  | | | | | | | | | | | |
| **In which language are you planning to communicate with an audience?** | **Kazakh** | | | **Russian** | | | | | | **English** | | |
|  | | |  | | | | | |  | | |
| **Available budget for placement in media** |  | | | | | | | | | | | |
| **Date of filling in the brief** |  | | | | | | | | | | | |
| **Contact person (full name, position, phone number)** |  | | | | | | | | | | | |

***Thank you very much!***