

Newsletter (with copywriting) briefing sheet

ADVERTISER AND BOOKING DETAILS

Client (per order form):

Product/brand:

NEWSLETTER INFORMATION

Summary of copy: *(Key messages you want to be included about your product/brand, any products you specifically want to be referenced in the newsletter, competitive position of brand and unique qualities. Please provide web links for all claims that require sources e.g. "No.1 best selling in the country", "Scientifically proven to...").*

Call to action: *(What action do you want readers to take? i.e. Visit website to sign up; use code to redeem offer; shop now. Optional: include social handles)*

Clickthrough link: *(What page do you want your newsletter to clickthrough to?)*

ADDITIONAL INFORMATION

What does your company/brand do?:

Who are you targeting? (Age, sex, lifestyle, etc):

Are there any case studies that can be provided?:

Are there any celebrities or brand ambassadors attached to the campaign/product?:

Please list any legal restrictions or constraints Editorial should be aware of? (e.g. specific spelling of the product, trademarks or copyrights, approved by any regulatory bodies):

Any other information?:

Once filled in, please return this brief to info@hurstmedialabs.com