

performancemarketing.expert worksheet:

copy, design and photo information

<u>ITEM</u>					
Item		Item No.		Client	
Product manager		Phone #		Email	
Product price		Brief description of item			
Should brand name appear in copy? (If yes, state exact wording.)					
Style #					
Sizes or dimensions					
Color to be featured					
Complete fabric content in accordance with local regulations					
<u>COPY</u>					
List most important selling features, in order of importance:					
1.					
2.					
3.					
Is this a feature item? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Is this an exclusive? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Is there a story associated with this item? <input type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in below)					
Explain any special features (historical, story, etc.)					
Why did you buy this item?					
Whom are we selling to?					
What motivates him/her to order this item? (not available in stores, price etc.)					
1.					
2.					
3.					
4.					

PHOTO

Apparel

Size sent		Length of garment		Color to be featured	
Show in or out		Collars open or closed		If open, what underneath?	
Accessories to be used		Slacks with or without cuffs		Special feature or angle to be shown	
Should this be shown with other merchandise? If yes, list.					
Female model sizes			Male model sizes		
Coats, suits, dresses Sweaters and blouses Slacks		Outerwear, jackets, suits Dress shirts Slacks			
Age of model?		Sex?			
Non-apparel					
Special angles? (Top, bottom, side, etc.)					
Special props to be used?					
Special features to be shown?					
Special background?					
Are cut-away or additional views appropriate? If yes, what are they?					
Should all pieces be shown? How?					
Show open or closed?					