

Literati Services . . .

To enable our writing team to produce a document that meets your specific needs, please tick box or provide appropriate information as requested below.

Company / Organisation				Department		
Proposed title/heading of document						
Objective of document	Sell more product / service <input type="checkbox"/>	Inform <input type="checkbox"/>	Brand <input type="checkbox"/>	Other (please specify):		
Target audience (e.g.) 'All EXPO visitors'						
Occasion/event						
Main competitors (if applicable)						
Tone/written style of document						
Content: important issues to highlight (use bullet points)						
Product or service positioning	high <input type="checkbox"/>	middle <input type="checkbox"/>	low-end <input type="checkbox"/>			
Medium	TV <input type="checkbox"/>	DVD <input type="checkbox"/>	magazine <input type="checkbox"/>	newspaper <input type="checkbox"/>	speech <input type="checkbox"/>	
	flyer <input type="checkbox"/>	poster <input type="checkbox"/>	banner <input type="checkbox"/>	promotional <input type="checkbox"/>	other <input type="checkbox"/>	
	editorial/advertorial <input type="checkbox"/>	advertising <input type="checkbox"/>	PR <input type="checkbox"/>	brochure <input type="checkbox"/>		
Languages	English <input type="checkbox"/>	Traditional Chinese <input type="checkbox"/>	Simplified Chinese <input type="checkbox"/>	Portuguese <input type="checkbox"/>	Other (please specify):	
Reference/related materials supplied?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	If yes, please specify:			
Estimated number of words required				Number of minutes required		
Submission date						
Remarks / Miscellaneous						
Contact name	_____			Date (DD/MM/YY)	____/____/____	
Signature	_____					