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| **Requirements** | | **What are we to design?**  Two versions of an A5 postcard-size piece:   * 1 x A5 double-sided postcard-type device - to be mailed to new leads - therefore requires space for a printed address label and stamp space. * As above but no requirement for postage - will be handed out. |
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|  | | **SPECIFY CONTENT:** |
|  |  | **Will copy be provided?**  Yes - see below |
|  | | **What are the key messages we need to communicate?**  Ink are:   1. Experts - it’s what we do day-in day-out! 2. Award-winning 3. Specialist support team 4. Will do the right thing for you, the client and your staff |
|  | | **What is the style or tone of voice?**  Authoritative, trustworthy, knowledgeable, supportive. |
|  | | **What finished file formats are required?**  Print ready versions |
|  | | **Do we need to liaise with other suppliers such as printers?**  No |
|  | | **What is your objective / what is your why?**  To win more auto enrolment clients via new leads |
|  | | **What do you want your clients / target audience to do with the end result?**  Contact Ink (via phone, email, web) to discuss how we can help them with their auto enrolment process. |

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| **Reference points and examples** | **Is there an expectation of what is required?**  Must be on-brand, in keeping with previous collateral. |
|  | **Can you show reference points and examples?**  Attached to brief. |
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| **Collateral to be provided** | **Vector or high resolution jpeg of logotype / content be provided?**  Attached to brief. |
|  | **Brand guidelines?**  Attached to brief. |
|  | **Specification of corporate fonts and pantone colour references?**  As per brand guidelines. |
|  | **Will copy be provided or are we to write?**  As below:  [Include Ink Logo / Award Logo / AE logo - to be provided]  **Front page:**  **Effective Auto Enrolment solutions for firms who value their people**   * How are you addressing your Auto Enrolment requirements? * Are you risking a fine for non-compliance? * Struggling to choose a workplace pension provider for your staff? * Who is advising you on your Auto Enrolment options? * Do your staff understand what is happening?   Call us today on 01858 414252, visit www.theinkgroup.co.uk or email hello@theinkgroup.co.uk to have a chat or set up your no-obligation meeting.  **Back page:**  The Ink Group are offering you the opportunity to meet with us for a free and no obligation chat to discuss how we can help your business through Pensions Auto Enrolment with the minimum of fuss but maximum benefit to you.  We’re a team of experienced advisers who have guided over 200 companies through Auto-Enrolment already.  Why Ink for Auto Enrolment?   * Award Winning - Best Adviser Auto Enrolment Proposition, Corporate Adviser Awards 2016. * Flexible - No “one size fits all” approach. * Pension experts - authorised to give financial advice on pensions. * Payroll experts – we can take over your payroll, you can do it or your Accountant can do it. * Outcomes driven – Legal compliance for you; great pensions for your staff.   Call us today on 01858 414252, visit www.theinkgroup.co.uk or email hello@theinkgroup.co.uk to have a chat or set up your no-obligation meeting.  Ink Employee Benefits is authorised and regulated by the Financial Conduct Authority (FCA number 609071) |
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| **Target audience** | **Who are we communicating with?**   * New leads - found by searching for all businesses within a certain radius from Ink and filtering as best possible to leave those that appear to be the right fit for Ink. |
|  | **B2B or B2C?**  B2B |
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| **Timescales** | **What is the deadline?**  Sign off artwork wk commencing 16th May. |
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