# The Trade Marketer Quick Brief

Prepared for
*Everyone on LinkedIn*
**The Public**

Prepared by
Joshua de Bruin
**JDB Studio**

# INTRODUCTION

Starting in 2009, we have used SketchUp in our studio for design work previously done in CAD. With over 10 years of experience in Architecture, Visual Merchandising, and the Build Environment, we offer design services and provide industry training.

JDB Studio is one of the best sources for SketchUp training. You can sign up for live, online, corporate, and even private, one-on-one SketchUp training. If you want to learn at your own pace, you can schedule hourly sessions and learn as you go. Training is provided for each skill level, and various courses are available for teams and interdisciplinary design teams.

Looking forward to working with you,

## JOSHUA DE BRUIN



The Multifaceted Maverick. An unorthodox thinker who formulates strange ideas/solutions that work better. The kind of ideas that just make sense when you hear them, but oddly never occurred to you or anyone else on your team. That's where I step in. I hear you. I see the dilemmas, enjoy what's working and attack what isn't.

linkedin.com/joshuadebruin

# Studio JDB – Retail Activation Quick Brief

Use this when:

- You need a fast brief for Studio JDB
- The project is small/medium or still forming
- You don't have all the answers yet, and that's okay

## 1. Why are we doing this?

1. **Primary objective (one sentence):**
   *What problem are we solving in-store or in trade?*

2. **This activation is mainly for (tick all that apply):**
   - Sell-in to retailers / buyers
   - Sell-out to shoppers at shelf
   - Strengthening retailer relationships
   - Testing a new idea / format

3. **What does success look like?**
   *E.g. sales uplift, compliance, visibility, retailer "yes", etc.*

# 2. Who and where?

4. **Priority shopper (in plain language):**
   *Who are we trying to influence and what are they doing when they see this?*

5. **Channels / key retailers in scope:**
   - Grocery / supermarket
   - Convenience
   - Wholesale / cash & carry
   - Pharmacy / health
   - Other: _____

   Key retailer names (if known): _____

6. **Where will this live in-store?**
   - On-shelf
   - Endcap
   - Aisle / category bay
   - Off-location (pallets, gondola ends, islands)
   - Other: _____

# 3. What do we have and what's possible?

7. **Existing brand materials we can re-use or adapt:**
    - Current POS suite
    - Recent campaign key visuals
    - Existing display units/structures
    - Brand guidelines / toolkit
    - Other: _____

8. **Link/folder with assets: _____**
9. **Budget & scale (simple ranges are fine):**
    - Approx. budget (design + production if known): R _____
    - Rollout size:
        - Trial / pilot
        - Selected key stores
        - National / full rollout

# 4. Timing, approvals & outputs

**10. Key timing:**

- Go-live window: _____
- Any hard cut-off dates (retailer deadlines, promo windows, etc.):

**11. What do you need from Studio JDB?**

- Concepts / directions only
- 2D layouts for retailer approval
- 3D visuals / renders
- Technical files for printers / manufacturers
- Simple playbook / guidelines for rollout

**12. Main decision-makers we should be aware of:**

Name / role / team: _____