

Partnership Briefing Guide

Before Your First Meeting with 9 WON WON

To ensure a productive, focused, and time-efficient first meeting, we recommend you prepare the following information. This guide will help you get the most value from our strategic partnership.

1. Define Your Core Objective

Before we begin, clarify the single most important goal you want to achieve.

Ask yourself:

- Are you launching a new brand, product, or service?
- Are you rebranding or refreshing an existing identity?
- Are you promoting a specific campaign, event, or milestone?
- Are you solving a communication or engagement challenge?

Why this matters: A clear objective allows us to architect the right strategy from day one—saving time, budget, and creative energy.

2. Know Your Audience

Understanding who you are speaking to shapes everything—from tone to platform to creative approach.

Prepare answers to these questions:

- Who is your primary target audience? (Age, location, profession, interests)
- What are their pain points, needs, or aspirations?
- Where do they consume information? (Social media, TV, events, print, digital)
- What message would resonate most deeply with them?

Why this matters: Audience insight transforms good creative into unforgettable impact.

3. Identify Your Key Messages

What are the three to five most important things your audience must know or feel after engaging with your brand?

Examples:

- Trust and reliability
- Innovation and modernity
- Value and affordability
- Quality and craftsmanship
- Purpose and community impact

Why this matters: Clear messaging ensures every frame, word, and touchpoint works toward a unified brand promise.

4. Gather Existing Assets (If Any)

Bring whatever you already have—even if it feels incomplete. Every asset tells a story about your brand's journey.

Examples of useful materials:

- Existing logo, color palette, or brand guidelines
- Previous campaigns, videos, or print materials
- Website links or social media handles
- Competitor examples you admire (or want to differentiate from)

Why this matters: Understanding your starting point helps us identify gaps, opportunities, and quick wins.

5. Define Your Scope & Priorities

Not everything can happen at once. Help us understand what matters most—now versus later.

Consider these categories:

- **Must-have:** Critical deliverables for immediate launch
- **Nice-to-have:** Valuable but can follow in phase two

- **Future potential:** Ideas worth exploring down the road

Why this matters: Clear priorities allow us to allocate resources intelligently and deliver measurable results faster.

6. Share Your Budget Range (Even Broadly)

You don't need an exact number, but a general range helps us design solutions that fit your reality—not your fantasy.

Examples:

- "Under PKR 500,000"
- "PKR 500,000 – 1,500,000"
- "PKR 1,500,000 – 5,000,000"
- "Custom / Enterprise"

Why this matters: Budget transparency eliminates wasted time on unrealistic concepts and allows us to focus creativity where it counts.

7. Confirm Your Timeline

When do you need delivery? Be honest about internal approvals, launch dates, and any non-negotiable deadlines.

Key dates to share:

- Ideal start date
- Must-have completion date
- Any internal review milestones

Why this matters: Realistic timelines protect quality. We never compromise excellence for artificial urgency—but we will move fast when the brief is clear.

8. Identify Key Decision-Makers

Who will have final approval authority? Knowing this upfront streamlines feedback and prevents delays.

Examples:

- Marketing Manager
- Brand Director
- CEO / Founder
- External Committee

Why this matters: We will structure our review process to include the right people at the right time—never wasting rounds on non-decision-makers.

9. Bring Your Passion & Honesty

The best partnerships are built on trust, transparency, and shared ambition. Don't be afraid to share what keeps you up at night—or what excites you most.

Why this matters: We are not just service providers. We are your strategic partners. The more honestly you share, the more powerfully we can deliver.

What to Expect in the First Meeting

Agenda Item	Duration
Welcome & introductions	5 min
Your vision, objectives, and challenges	15 min
Audience & market discussion	10 min
Scope, budget, and timeline alignment	10 min
Our proposed next steps & process overview	10 min
Open Q&A	10 min

Total: Approximately 60 minutes

After the First Meeting

Within 48 hours, you will receive:

- A **meeting summary** capturing key discussion points
 - A **proposed strategic direction** (high-level)
 - A **customized proposal** including scope, timeline, and investment
 - A **recommended next steps** for moving forward
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Ready to Begin?

If you have already completed this guide, you are ready for a powerful, productive first conversation.

Schedule Your Strategy Session →



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