

Flyer Brief:

We would like to get an A3 folded (4 page) full colour flyer designed to promote our Water Cooler rental business based in Melbourne, Australia.

Look and feel:

Professional brochure which pitches our business as local, excellent service with high quality product. This flyer will mainly be used by our sales representative when cold calling on customers. We would like the message to be clear and not an overload of information, but cover the points that are needed for the potential customer to understand the benefits of our offering.

We are targeting small to medium businesses based in Melbourne who may or may not have a water cooler currently. We want to get them to think of the benefits of renting a water cooler and promote the reason why having a filtered chilled water for their staff or customers will be a worthwhile investment.

Some of the key points we want the flyer to cover:

- 1) Reason's to have a cooler (see the attached doc referring to the points on importance of staying hydrated.) These maybe able to be incorporated as H2O Facts throughout or in aput throughout in a water droplet?
- 2) What is the service we offer – see our website page <https://ecospringsmelbourne.com/why-eco-springs/>
- 3) A brief summary of the products we offer and price – photos of all the cooler range are not necessary but one or two would be ideal. <https://ecospringsmelbourne.com/why-eco-springs/>
- 4) Customer Testimonials - <https://ecospringsmelbourne.com/testimonials/>
- 5) Contact details - On the front and the back of the flyer – <https://ecospringsmelbourne.com/contact/>
- 6) Call to action – offer a 14 day no obligation trial.

Any of the information off our website is available to be used such as Logo's and images.

We can provide the images off the website if desired and a photo of our sign written vehicle with service technician. Is attached in documents and we would ike this used.








- Recommended daily water intake for adult 10 glasses per day* (Show image of 10 glasses of water.)
- 80% of Australians suffer from symptoms typical of dehydration and the majority don't recognise key symptoms. Just 1% dehydration has been found to decrease worker productivity by 12%.

Freelance Logo Design, V x Human Hydration: Are w x

Secure | <https://www.waterlogicaustralia.com.au/resources/are-we-drinking-enough-water/>

total water content for your body to start feeling thirsty. Once you're at this point your body is already in a state of dehydration, increasing the likelihood of experiencing a variety of symptoms that have been scientifically linked to how hydrated you are, such as:

Health Issues Related to Dehydration

 Fatigue	 Dizziness	 Concentration difficulties	 Dry skin	 Muscle cramps
 Bad breath	 Mood swings	 Body aches	 Headaches	

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References

<https://www.medibank.com.au/livebetter/be-magazine/wellbeing/daily-water-calculator/>

<https://www.sunshinecoastdaily.com.au/news/80-australians-suffers-effects-dehydration/2934133/>