

BROCHURES CHECKLIST

Before you consider producing a brochure, obtain as many as you can from other wineries and tourism attractions. Visit a local Visitor Information Centre and decide what attracts you. Evaluate the brochures from the perspective of whether they entice you to “buy” – or in this case, pay a visit.

You may wish to consider the following when thinking about the development of your brochure.

- Target Market: Trade/General Public
- Key Messages and Brand Image
- Focus Products and Services
- Customer Benefits
- Style of Text
- Images/Graphics
- Brochure Size
- Budget
- Quantity
- Distribution Channels
- Method of Delivery
- Frequency of Production
- Inclusion of Offers/Pricing
- Map Reproduction/Drawing
- Regional Information
- Direction to Website
- Recommendations for Accommodation/Dining
- Contact Information
- Display Location (will it fit brochure racks or sit on counter tops)
- Posting Size/Cost (does it conform to Australia Post standard or special mail)