What’s Included in a Simple Backgrounder?

As its name implies, a backgrounder is a document that provides the reader with background information on an organization, place, product or issue. In advertising, a backgrounder is created to help the creative team learn about their client(s) business, products and services.

Use this outline to create the basic elements that make up a backgrounder:

1. **Name and location**

For a local advertiser, one of the most important communication tasks is your name and address, phone number and web address.

1. **History**

This section describes the advertiser’s origins and/or major milestones. It’s typically written in one paragraph but can be longer.

*Example: For an organization, you might use something like this:*

*“Founded in 1945 by John Doe under the name ZYX Co., the company received its first patent for widget design in 1947. The organization’s name was changed to XYZ Corp in 1980, and it now has nearly 12,000 employees and 60 manufacturing plants around the world.”*

1. **Existing branding**

Do you have any unique graphics, such as logos or signage? (Attach copies. Indicate the source of “master” graphics.)

Do you have any existing taglines (slogans) or advertising themes? (Attach examples of print ads, flyers, brochures, scripts, etc.)

1. **Products and services**

Tell us about what you make and sell and/or what services you provide. Don’t just make a list — let us know some of the things that make your company special — because those are some of the things you’ll want to tell potential customers or clients.

Do you have any existing materials that describe your products or services (Attach brochures, menus, catalogs, etc.)

1. **Your customers**

Tell us about your customers. Chances are your new customers will be a lot like the customers you have now. They’ll live in the same area and have many of the same characteristics.

Let us know what you think is special about you and your company.

1. **Do you have any customer testimonials or reviews?**

Attach examples (not originals). These can be used to give you an idea of how people feel about your company.

You can add any other information you consider relevant to your backgrounder. However, remember that if printed, the document should be only one page, so it’s best to include (and condense) only the most important information.

Supplementary materials are often included with a backgrounder, including the company’s brand standards guide, advertising materials, and logo.