



## PROJECT QUESTIONNAIRE

In order to produce an efficient job it is necessary for you to consider the following questions, this is to give us a clear idea of what you have in mind. Please supply us with a brief description of the design you are looking for based on the questions below.

### PROJECT OBJECTIVES

What is the purpose of this project? Examples: introduce a new product, educate existing customers, enthruse sales people, upgrade the company image, meet a legal requirement, build company loyalty or esprit de corps. A creative approach would be developed around a primary and secondary objective only; no creative vehicle can be expected to accomplish more.

### TARGET AUDIENCE

Who are the readers/viewers/customers? Determine gender, age, job titles, social/economic conditions, employment, geographic concentration. Are they already knowledgeable about your product, or not? What motivates them?

### PRODUCT DESCRIPTION

What are its features? Give specifications, components, manufacture, delivery, other marketing efforts. How is it used in everyday application? How is your product/service different, unusual, or unique?

### COMPETITION

What similar products/services are available and how good are they? Give names, specifications, prices, good and bad features. Be as objective as possible.

### **CUSTOMER (USER) BENEFITS**

How will he or she be better off? Does it save time, effort, money? If so, how much? How relatively important is this to your customer? What are the trade-offs (example: higher quality usually means higher price)? Determine all benefits, but rank them, concentrate on the one or two strongest. Be as objective and specific as possible.

### **SUPPORT FOR BENEFITS CLAIMS**

Provide proof of benefits: test data, focus group reports, user testimonials. Provide only facts, not opinions; only specifics, not generalisations. If possible, get information that is quantified.

### **CREATIVE CONSIDERATIONS**

What limitations or constraints do you have? For example: budget, schedule, size, paper, use of colour, number of photographs/illustrations, corporate standards, personal likes/dislikes. Will you provide complementary creativity (writing/design/ illustration/ photography)? When/how will it be supplied?

### **DISTRIBUTION**

Where will the ad run, the brochure be distributed, the mailer posted? How does the distribution affect budget, creative time, use of colour, and mechanical requirements? If this is a website, will there be a launch / advertising campaign?

### **MOST IMPORTANT POINT**

Most communications leave only one overall impression. If you could choose only one thing the reader/viewer would remember, what would it be? This would assist us in providing a creative concept.