



Creative Questionnaire

Client name:

Company Name:

Company Address:

Phone:

Mobile:

Fax:

Email:

Please fill out the questions that are applicable to your creative project starting on the next page.



Creative Questionnaire

About your Business

1. What is your business what do you do?
2. How long have you been in business?
3. If your business is new how long have you been in your industry?
4. How does your company sell its products or services?
5. How have you marketed yourself in the past? Please provide examples if you have them.
6. What trends are affecting the industry and how is the company anticipating them?
7. How do you think you are currently perceived?
8. How would you like to be perceived?
9. What is your mission/vision, where would you like the business to go in the next 5 years? 1 year?
10. What methods, tools and strategies are now being used to get there?

About your Audience

1. Who is your target audience what are they like? (Age range, gender, mindset, media)
2. Are there prospective audiences you would like to reach?
3. What are your customers needs, problem and wants?
4. So far what has worked the best in reaching your audience.
5. What benefits can your company provide these customers that they can't obtain elsewhere?
6. What are the most important factors in a customer's decision to buy your product/service?

About your competition

1. Who are your key competitors? (If possible provide URLs)
2. What key factors differentiate your company from your competition? (Good and bad)
3. Is there any current marketing research available?



Creative Questionnaire

This Project

1. What is the specific project request? (Ex. tri fold brochure, or logo design)

2. How will the project be distributed? (Mail, handout, Internet, other)

3. Will there be content provided for this project or will most all need to be created.

If so what content will be provided?

(With text, images, and logos, please provide text in a Word document or text file as should be worded in the piece; images provided as 300 dpi, TIF or EPS (incase of print work) or JPEG format; and logos in vector format, EPS or AI files)

4. Are there particular, logos, graphics, or colors?

5. Does the project require photography or illustration?

6. What are the restraints of the project?

7. If content is being provided, who will be providing it?

8. What budget do you have set aside for this project?

If the budget hasn't been defined yet, please include a range that represents how much you can reasonably set aside for the project.)

9. What is the timeline/schedule for the project?

10. Who is responsible for approvals?

After you have finished filling out the Questionnaire Please save this file as lccq-yourname.pdf and email to Lindsey@link-creative.com

Thank you!