



## Pre-Production Questionnaire

### **Business/Organization Questions**

1. Tell us about your company. What do you do? Where are you located?
2. Name 5 words that describe your company as you wish it to be thought of.
3. (Ex. conservative, alluring, modern, innovative, etc.)
4. Who are your competitors? Do any of them have websites/logos/promos that you like?
5. What are the strengths of your company? What makes you stand apart?
6. What are your goals for the next 5 years?
7. Do you currently have a branding strategy, logo, website, etc.? If so, what?

### **Audience Questions**

1. Who is your target audience? Describe their demographics, needs, and interests.
2. How do you typically communicate with your audience?
3. How does your audience make buying/contracting decisions?
4. What is the message you are wishing to convey to your target audience?

### **Project Questions**

1. What are the goals of this project?
2. Name 3 designs that you like irrespective to the content and industry.
3. Are there marketing materials that this project should be consistent with?
4. What is your timeline for this project?
5. What is your budget for this project?
6. What content do you wish to include?

### **Communication Questions**

1. Who are the main contacts for this project?
2. Who has final approval?
3. How do you prefer to communicate? (In person? By phone? Through e-mail? etc.)
4. How will you evaluate the success of your project?

For more information contact

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