

Project overview:

Scope of work/deliverables needed (ex business card including a logo, letterhead and envelope).

What prompted the need for this project?

Detail any elements you'll be providing such as product shots, diagrams, logo, copy.

Business Profile: *This is your basic information.*

Company name, contact name, address, email, phone number(s), etc.

Do you currently have a visual brand identity? Do you have a brand guide?

What elements will you be providing for this project (ex logo, photos, prepared copy)?

Be prepared to share samples of company materials currently in use (ex ads, packaging).

Clearly describe the product/service you want to sell.

Company Background: *This is a brief history of the company background.*

What do you do? How did you start the company?

Everyone has a story about their business journey. What's your story?

Who are your competitors or who will you be compared with? How are you different from them? What's your position in the marketplace? What are your competitors up to?

Where do you want to place yourself relative to your competition?

Who might you compete with in future? How do you compare with their top features, benefits and unique value? What are their strengths and weaknesses?

Objective: *This is a communications objective, not a sales objective.*

What do you want the creative to accomplish?

Audience: *This information helps focus the creative to appeal to your customers.*

Who is the primary audience you are trying to reach? What do they currently think and feel about you? Are you part of your target audience?

Be as specific as possible including demographics, geographics, socio-economic status, values, behavioural traits, lifestyle. It might help to create a scenario of your ideal customer.

Message:

What's the one thought the audience should be left with? This is the main benefit (not a feature) that the customer receives from your product or service? If you could convey one or two other points what would they be?

How do you want to be described? If you absolutely had to, how would you state your message in seven words or less? How do you want to be perceived by your audience and why? What feelings or metaphors reflect the spirit of your company. *This suggests the personality of your product or service.*

What are the features that support your primary message?
These are reasons why customers should buy your product or service.

Tone:

Do you have any examples of the overall look you want to achieve? What visuals communicate your brand personality? *Provide physical copies or email the images.*

Give examples of what the design shouldn't include and what styles to avoid. Please explain.

Budget and Schedule:

Has a budget been approved? Has a payment schedule been agreed upon? State details. Who is the point person on this project for your company (ex owner, marketing dept, etc)? What is the consultation, review and approval process (ex email, meetings, skype, etc)?

Who will sign off on the final artwork proof?
Due date for completed artwork?

Additional Information:

How many rounds of revisions should designer build into the estimate and time line?
Any unique specifications you need to share (ex business card needs to accommodate a QR code)?
Have you made any arrangements with a printer? Are there formatting issues?

Anything else you'd like to add?