

# CLIENT QUESTIONNAIRE

In order to complete the assignment successfully it is important for Big Head Creative Team to commence each project, regardless of its size, with a briefing process in order to clearly identify your goals, expectations and possible concerns. The briefing process is free and although it may look a bit time-consuming, its effects are truly worth. As a result, it will provide us with the best chance of creating work that fulfils your objectives and expectations.

This document outlines necessary information and details that we need during the briefing process. Please answer only those questions applicable to you and your project.

## Information about you

### Contact info:

Company name: \_\_\_\_\_  
Mailing address: \_\_\_\_\_  
Phone(s): \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Web: \_\_\_\_\_

### Contact persons for this project:

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

### Company profile:

Please include a brief history of your company. What is its

background and which direction is it heading to?

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## Project Info

**business need:**

Please provide brief background info for this project:

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What is the main reason for initiating this project?

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What should be the product/result of this project?

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**project goals:**

Overall vs. specific project goals (e.g. you may plan to enhance and improve market awareness, update or create new visual identity or image of your company, sell a product, fulfill certain legal requirements, educate your customers, etc.)?

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In other words, is your plan to completely reinvent your image, support the launch of a new service, or just to redesign your existing promotional material

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Is there a specific information or message you would like to convey?  
Would you rather prefer to obtain responses of some kind and complete inquiries?

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Please briefly list the project goals according to their importance?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**key message:**

What is the key message you want to communicate (it may be the single most important word or the desired overall impression)?

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**target audiences:**

What is your knowledge of your potential target audience?  
Who are the target audiences for this project? Please differentiate the audience members in accordance to their profession, sex, age, location, earnings, expectations, incentive, knowledge of your company, or other relevant factors.

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Please list the target audiences according to the significance you place on them.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Product/Service/Initiative Info

**product, service or initiative:**

Please describe the product, service or initiative that will be introduced in this project. Please give us details such as its features, is there something unique about it, etc.

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**usage:**

What will happen to the material we produce?

For example, if we create a new logo, where will it appear (your promo material, your transportation service, work uniforms, etc.)?

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If we are manufacturing advertising or printed promotional material, will they be given out at presentations, meetings, in mailings, etc.?

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**quantity:**

For printed material, how many copies will be required?

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**benefits:**

What do customers or users gain from the product, service or initiative that will be introduced in this project? For example, it may be time or money-saving, it may improve the quality of living, etc.

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Please rank the benefits according to the importance those customers or users place on them.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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**support for benefit claim:**

Do you have any supporting data for the benefits mentioned in the previous paragraph (such as survey results, polls, focus group reports, etc.)?

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**competitors:**

What are your main competitors? If possible, provide us with details such as competitor's names, product names and prices, similar products/services/initiatives that they might have launched, their strong and weak points, etc. How would you compare your competitors' products / services / initiatives with yours?

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**existing brand identity:**

What is your company's existing image in the marketplace? Please try to be objective and include both positive and negative elements.

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**desired brand identity:**

How would you like others to perceive your company? For example, do you plan to be recognized as helpful oriented, technology, price or service leader, or maybe as introducer of family or old-fashion values.

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**design preferences/style:**

What are the design elements you would like/not like to have incorporated in this project in terms of font, colors, shapes or specific images, etc.? Do you intend to introduce a specific theme or style to the project?

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**content/format:**

Who will be in charge for changing/modifying of the project content (frequently or periodically)? Should there be any specific format of this project? What content will be included in this project?

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**design illustrations:**

If possible, please list any design that could give us a hint of your expectations for this project (e.g. web sites, advertisements, campaigns, etc.)? What do you like and not like about those designs?

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**timetable:**

Start date: \_\_\_\_\_

End date: \_\_\_\_\_

Other fixed deadlines: \_\_\_\_\_

**financial plan:**

What is the approximate budget for this project? Is that a flexible or fixed budget? If you do not have a set budget, we will use the information that is available to provide you with a realistic (and free) cost estimate.

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**limitations:**

Are there any practical limitations for this project?

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