

PROJECT CREATIVE BRIEF - C1



PURPOSE:

The more we know about you, your business, your product or your service the better we're able to isolate and focus in on an appropriate design solution that will enable you to market yourself more successfully. So don't assume we'll be familiar with any of your industry's terminology, or processes. Elaborate where you feel is warranted and please think through these questions thoroughly and with a careful attention to detail. This process allows us to design from an informed perspective and is geared up to help you think through not just what you like but more importantly what your audience will find relevant and captivating, what will engage a potential customer and make your business more successful. Type or write out your answers below each question. Keep your responses to the point and as succinct as possible but provide needed detail when you think it will be helpful. In general more information is always better than not enough so don't force brevity. After reviewing your answers, we may require a follow with additional questions to clarify any information or glean additional insight I might need before proceeding with the creative process.

NAME: _____ **SIGNATURE:** _____ **DATE:** _____

1

WHO ARE YOU?

What is your business, product or service? What is your business, product or service name? Do you have or want a slogan or tagline? _____

2

YOUR OBJECTIVES?

Where do you want to go with your business? How would you like to see your business grow? What are your short range goals after launching _____

3

DESIRED RESULTS & VISION

How would you like your business to be perceived by those experiencing it on a daily basis? _____

4

TARGET MARKET

Who is your audience? Your primary demographic focus? How do you see your business engaging with them? _____

5

COMPETITION

Who is your primary national or local competition? (Directly or Indirectly). How is your company different from them? _____

6

ITEMIZE EXPECTED DELIVERABLES

What are your expectations from this project. (May incur extra cost)

- | | | |
|---|---|---|
| <input type="checkbox"/> BUSINESS CARDS | <input type="checkbox"/> BILLBOARDS | <input type="checkbox"/> SOCIAL MEDIA AWARENESS |
| <input type="checkbox"/> BROCHURES | <input type="checkbox"/> WEBSITE DESIGN | <input type="checkbox"/> LOGISTICS |
| <input type="checkbox"/> ANIMATED LOGO | <input type="checkbox"/> WEBSITE DEVELOPMENT | <input type="checkbox"/> BRAND STRATEGY |
| <input type="checkbox"/> POSTERS | <input type="checkbox"/> INTERIOR DESIGN & DECORATION | <input type="checkbox"/> BRAND SUPPORT (After Project Completion) |

7

PROJECT VOICE

What do you want your identity to say about you? How would you like to see people react to it? What personality should your brand have? _____

8

COLOUR PREFERENCES

What is your favourite and least favourite colour Explain why _____

9

GAUGING PERCEPTION

Name a brand logo you like and explain why. What is something most people like that you don't like or care for in respect to it's design aesthetics _____

10

EQUITY

Where would you like to be in ten years with your business? _____

11

TIME FRAME

How urgent is the delivery? How long do you think expect the project to lapse? (Unrealistic time frames may result in a failed project) _____

12

KEYWORDS

What keywords best describe your business?

- | | | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> DEPENDABLE | <input type="checkbox"/> ESTABLISHED | <input type="checkbox"/> ENTHUSIASTIC | <input type="checkbox"/> FUN | <input type="checkbox"/> PRECISION |
| <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> EDGY | <input type="checkbox"/> UNIQUE | <input type="checkbox"/> SERIOUS | <input type="checkbox"/> ORIGINAL |
| <input type="checkbox"/> TRADITIONAL | <input type="checkbox"/> STRONG | <input type="checkbox"/> INTEGRITY | <input type="checkbox"/> HI-TECH | <input type="checkbox"/> MAINSTREAM |
| <input type="checkbox"/> FORWARD | <input type="checkbox"/> AUTHENTIC | <input type="checkbox"/> PRACTICAL | <input type="checkbox"/> EFFECTIVE | <input type="checkbox"/> MODERN |

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ADDITIONAL INPUT

This is your opportunity to be part of the creative direction. Do you have preconceived ideas on how you feel the brand should be represented? Or have anything concrete to say that might help this project in any way. Feel free to share any additional comments you think are important to take into consideration as we begin the creative process. If you have any visuals that clarify your input in this brief please include those within and email and send them along with your filled out brief to: hello@capeworx.com
