



Creative Brief

Design With Results in Mind

CREATIVE BRIEF: LOGO AND IDENTITY PACKAGE

PAGE 1

Thank you for taking the time to answer these questions. As the design process is really a problem solving process, the answers to the questions in this creative brief will help develop the most effective design solutions for your needs.

Background and Objectives:

Do you have any current marketing material? (Please provide sample copies if possible.)

How would you rate the effectiveness of your current marketing material? _____

What is working: _____

What is NOT working: _____

What is the main goal of the material you would like to create? _____
(Identity, branding, awareness, education, public relations, product information, sales information, sales closing)

Define your primary target market? _____

What are their Demo and Psychographics? _____

Define your secondary target market? _____

What are their Demo and Psychographics? _____

Are there any geographic restrictions to your marketing plans? _____

Do you have a formal marketing plan? Yes No In-Development

Who are your main competitors?

What is the position of your competitors in the market place compared to your organization?

Do you have copies of any of your competitors marketing materials? Please list competitors current website addresses.

What differentiates your products and services compared to your top competitors?



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PAGE 2

Products/Services Offered:

What are your core product/services? _____

What are your secondary products/services? _____

Please list three unique features about your organization's products or services:

- 1. _____
- 2. _____
- 3. _____

Sales/Marketing Efforts:

Where/how do you currently get most of your sales leads? _____

Where/how would you like to receive most of your **future** sales leads? _____

What steps are involved in your sales cycle? _____

How long is your sales cycle? _____

How is most of your sales and marketing material used? _____

_____ % One-on-One (by whom _____) *Please describe* _____

_____ % Mail or Email *Please describe* _____

_____ % By Ads or Website *Please describe* _____

Have you determined a sales return ratio for your marketing materials? _____ If so, what is the price point? _____



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Branding/Positioning:

Please list three unique features about your organization's :

Circle or list three words to describe how you would like your company to be perceived.

- Traditional Contemporary Cutting Edge Solid Strong Diverse Specialty
- Dynamic Experienced Results-oriented Service-oriented Classic Trendy Insightful
- Carefree Polished Powerful Straightforward Spiritual Friendly Dependable Fun

Other: _____

Have you established a brand promise? _____

If not, do you plan on having one in the future? _____

Please list several companies or organizations (*not necessarily a competitor*) with a brand or look-and-feel you like.

1. _____
2. _____
3. _____

Website/Multi-Media:

Do you have a current website? _____ (*Please list*).

If not, have you established a website address? _____

Do you plan on having a website in the future? Yes No In-Development

What are the goals of your webiste?

1. _____
2. _____
3. _____

Feel free to provide any additional information that you think will be helpful in developing your materials.