



client questionnaire

Corporate Identity _____

1. How is the company structured?
2. How is it managed?
3. How has the company evolved over the past 5-10 years?
4. What trends are effecting the industry and how is the company anticipating them?
5. How does the company sell its products or services?
6. What does the company do well?
7. What does the company do not so well?
8. Who are the important publics (i.e. investors, customers, prospects, communities, etc.)?
9. How does the company currently communicate with them?
10. How does the company's existing graphic identity support management's vision?

11. Is that identity distinct from the competition?
12. Is the company's identity communicated consistently and cohesively?
13. Does the company have specific communications objectives?
14. What are they and how has the current identity program been meeting them?
15. What has motivated the company to redefine or redesign its corporate identity?
16. What does it hope to achieve with a new identity program?

Current Situation _____

1. Who are your key customers and where are they (current and prospective)?
 - A. What are their problems, needs and wants
2. What benefit can your company provide these customers that they can't obtain elsewhere?
3. Where are you now?
 - A. Where do you want to be in 1 year, 3 years, 5 years and beyond?
4. Why do you want to be there?
5. What problems must you overcome to get there?
6. What methods, tools and strategies are now being used to get there?

7. Who are your (key) competitors?
 - A. What is your assessment of their apparent goals and strategies relative to their product characteristics?
 - B. Pricing?
 - C. Distribution?
 - D. Service?
 - E. Communication with their customers and other publics?
 - F. Strengths?
 - G. Weaknesses?

8. Is there any current marketing research available?

Advertising /Collateral Specific _____

1. What new and existing products are to be sold?

2. What are the forecasted sales volumes and goals for each product?

3. Where are the products now in relation their lifecycle (inclining or declining)?

4. What are the most important factors in a customers decision to buy the product(s)?

5. What are the characteristics of a typical customer (customer profile)?

6. How are leads generated by sales associates?

7. How are inquiries handled?

8. What is the geographic scope of the advertising/promotion effort?

9. What are the Advertising/Sales Promotion/Collateral systems are now in use?

Perception _____

1. Use three adjectives to describe how the company should be perceived by the audience.
(examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)
2. Is this different than current image perception?
3. What do you feel is the biggest challenge in getting this image across to customers?
4. How is your company currently perceived? Do you wish to carry the same kind of message through this project or campaign?

Project Specific _____

1. Has the client ever worked with a designer?
2. What is the budget for the project?
3. If the audience could come away with just one thought about the company/product/service what would that be?
4. Two thoughts?
5. Are there existing visual assets (photos, copy, illustration, etc.)?
6. Does the project require photography or illustration?
7. Are there particular logos, graphic or colors?
8. What the the restraints of the project?
9. Is there any competitive literature available?
10. Are there similar existing pieces the client likes or finds interesting?
11. What key factors differentiate the client from their competition?
12. What is the timeline/schedule for the project?
13. How will the project be distributed?
 - Mail
 - Handout
 - Internet
 - Other
14. Who is responsible for approvals?
15. What would constitute a successful project? What are the expectations.