

**CREATIVE RESEARCH**

In seeking to provide you with effective communications, we need to understand your business.

Please spend a moment considering the following fundamental questions.

The issues raised will then form an integral part of your design brief.

**Business/Product/Service Characteristics**

1. Describe the Business you are in?

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2. What is your Product/Service?

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3. Select some Key Words that best describe your business/product/service.

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**Target audience**

4. Who is/are your Target Audience(s)?

a) direct clients

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b) others

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**In the marketplace**

5. Who are your Competitors ?

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6. What is your Competitive Advantage (or point of difference) ?

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**In the marketplace - continued**

7. How is your business/product/service Perceived in the Marketplace?

a) currently

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b) ideally

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**Desired response**

8. What do you want to Achieve with this Communication?

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9. To Who or Whom is it Targeted?

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**Desired response - continued**

10. How will this Communication be sent/received?

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**Samples**

11. Do you have any mandatory requirements (eg existing logos, style issues).

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12. Other comments.

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13. Please supply any relevant or current samples.

