

Marketing

Creative Design Brief

STARTING

with a bit of background...

What we do

We research your market, discovering what's out there, determining your needs and deciding what the best solutions for your unique requirements are. Design is very subjective, and my design style needs to suit your brand in order to stand the best chance of resulting in a great functional design. If you haven't already, you can gain an idea of my design style at and decide for yourself...

We need to gather an in-depth understanding of your brand or business in order to have a good basis for a great design. Without a detailed brief will be relying on your tastes rather than finding the right solution for your marketing strategy.

A good brief is essential for a successful design

We've developed this questionnaire to make it easy for you to give us the information we need - the more information we have to work with, the more it simplifies the process and the better the results are likely to be. This is a fairly intensive document and may take longer

than you anticipated, but trust me, it will be worth it! Remember a good Marketing plan will help you grow your Business.

how it all works

It all starts from our very first consultation, whether in person, on the phone or via email, where ideas for your project start to form in the back of my mind;

Once I have your brief I'll do some research to get an idea of where you currently stand in the market, what's already out there, what appeals to your target market, what your competition is doing, etc.

This is where creativity really comes into play - based on the design brief and research conducted, this is where I let my ideas run wild, brainstorming and sketching my ideas. I'll explore in many directions before choosing the most effective idea.

Content influences the design, and vice-versa, so I like to have the photography and copy writing ready before extensive design work begins, although often I'll be working on both concurrently.

I'll narrow the design focus until I have one or two strong options for digitising and conceptualising, experimenting with a variety of layouts, colours and typefaces to determine what works best.

The initial presentation will consist of one to three concepts in digital form. Now it's over to you to consider the concepts and prepare feedback based upon how the ideas fulfil the design brief.

The design development stage is where I make revisions to the concept based on your feedback before presenting you with the first few pre-finalised designs; you'll choose one to finalise and I'll refine it until it's just right. (The amount of time this phase requires depends on your feedback, both your turnaround time as well as the extent of tweaks and changes.) Ok, time to put on your thinking cap! Please try to answer all the relevant questions, but just ignore any that don't apply to you, and feel free to mention anything pertinent that hasn't been covered.

Once you've completed it, email it back to me at ThistleBusinessSolutions@gmail.com and I'll respond to you soon



COMPANY INFORMATION

Contact Details

What is your company or brand name?

Who is the primary contact?

Who else is responsible for making decisions
regarding the project design and
content?

Telephone (cell /land line)

Email address

Postal address

Briefly describe what you are looking for.

What are your goals?

What outcome will make this project successful?

COMPANY INFORMATION

Background

What does your business or brand do?

Tell me a bit more about your business,
e.g. How long have you been trading?
What is the size of your company?
How quickly do you expect to grow?

Does your business have a unique story?
Where did the name come from?

How do you market yourself?

- | | |
|--|---|
| <input type="checkbox"/> networking | <input type="checkbox"/> magazine / newspaper advertising |
| <input type="checkbox"/> referrals / word of mouth | <input type="checkbox"/> banner advertising on other websites |
| <input type="checkbox"/> direct mail / brochures | <input type="checkbox"/> pay-per-click advertising e.g. Google Adwords |
| <input type="checkbox"/> email newsletters | <input type="checkbox"/> blog / social networking sites e.g. Facebook / Twitter |
| <input type="checkbox"/> internet search engines | <input type="checkbox"/> directory listings e.g. trade directories / online directories |
| <input type="checkbox"/> your own website | <input type="checkbox"/> trade shows and conferences |

Any other methods?

Do you want to completely reinvent yourself, or
are you just updating your existing promotional
material?

COMPANY INFORMATION

Style

What is the attire for your brand? e.g. formal / casual / smart casual?
How would you dress in meetings?
e.g. suit / collared shirt and jeans / t-shirt & jeans?

Which adjectives would you use when describing your business?

☐ small ☐ large
☐ corporate
☐ individual
☐ family ☐ new
☐ established
☐ local
☐ national
☐ international
☐
☐

☐ exclusive
☐ affordable
☐ trendy
☐ fresh
☐ dynamic
☐ fun
☐ formal
☐ serious
☐ conservative
☐ classic

☐ unique
☐ creative
☐ innovative
☐ educational
☐ high-tech
☐ down-to-earth
☐ rustic
☐ personal
☐ professional
☐ eco-friendly

Any other adjectives?

Describe your company or product in one or two words:

If you could choose just one thing
that your customers will remember, what would it be?

COMPANY INFORMATION

Your Customers

Who are your customers?

Would you like to add anyone to this audience?

Tell me what you know about them:
How old are they?

Are they male or female, or a percentage of each?

Where are your customers geographically?

Is their cultural or ethnic background relevant?
If so, please provide details.

What are their occupations or industries?
e.g. business owners / artists / scientists / housewives, etc.

What are their lives like?
e.g. laid back / stressful / extremely busy, etc.

How much do they earn and spend?
e.g. tight budgets / will pay for quality / extravagant spenders

What motivates them? What emotion can we connect with?

COMPANY INFORMATION

Your Customers (continued)

What might be some of their problems that you aim to solve.

Where do they access information, what type of media do they use?

Is your target market the end user or an intermediate party?
e.g. distributor or shop

If they are not the end user, please provide some details
of the end users as well.

Anything else you'd like to tell me about your target
market?

COMPANY INFORMATION

Your Competition

Who are your competitors?

What do you think about them?

How do you differ from them?

What do you offer that they don't?

What do they offer that you don't?

Why should customers come to you rather than them?

If applicable, please list some of your competitors, and include their website addresses.

PROJECT

Marketing materials

Select required medium.

☐ copy

☐ social media

☐ print ads

☐ other

☐ display ads

Describe the pieces required along with the strategic reach and the desired outcome.

☐ signage / banner

☐ event / promo

COPY
(taglines, slogans, body copy requirements.)

PRINT ADS
(list any printed material)

DISPLAY ADS
(list type of advertisement, length of time required and type)

SIGNAGE / BANNER
(list items needed and deadline)

PROJECT

Marketing materials

EVENT / PROMO
(list items needed and deadline)

SOCIAL MEDIA
(list platforms, manpower and desired outcome)

OTHER
(detail needed materials and deadlines)

What are your main purposes that you want to achieve.

- | | |
|--|--|
| <input type="checkbox"/> awareness of your company or products | <input type="checkbox"/> education |
| <input type="checkbox"/> increase public interest | <input type="checkbox"/> customer support |
| <input type="checkbox"/> make changing information available quickly | <input type="checkbox"/> make documents, pictures, sound or film files available |
| <input type="checkbox"/> answer frequently asked questions | <input type="checkbox"/> direct sales |
| <input type="checkbox"/> reach new markets | <input type="checkbox"/> business-to-business sales |
| <input type="checkbox"/> open international markets | <input type="checkbox"/> encourage potential customers to make contact |
| <input type="checkbox"/> allow feedback from customers | |

PROJECT

Style

What type of look are you trying to achieve?
e.g. clean / high-tech / conservative / warm / flashy, etc.

Please list any styles / colours / imagery / typefaces
you have in mind, and tell my why.

What other company marketing ideas do you like the look of?
It's just to give me a visual idea of what you have in mind, so they
can be in a completely different industry.
Explain what aspects appeal to you, and why,
e.g. layout / colours / navigation / graphics / typography.

Just as important, what do you definitely not want?
Please provide addresses of any sites or designs that don't appeal to
you and explain what aspects you don't like. This will give me an
idea of what to avoid and will avoid disappointment on your behalf.

MARKETING

Deadline and Budget

Because each job is unique the amount of time required to design and build it depends on its unique requirements, as well as the supply of material from third parties, which can take anywhere from a few weeks to a few months. I generally work on a first come-first serve basis, unless you have a specific, tight deadline. Rushing a job can compromise quality, however I understand that there are times when you really need something in a hurry. If this is the case, let me know so I can discuss realistic possibilities with you.

Please take into account the various stages of the design project such as consultation, research, concept brainstorming, design development, production and distribution.

When would you like your Marketing to be completed?

Is your deadline fixed or slightly flexible?

What have you budgeted for the project?

Please specify what you planned to be included in the amount, e.g. graphic design / photography / illustration / printing

Is there anything else you feel I need to know?

Are you looking for something not covered by this questionnaire such as a printed brochure, posters, adverts, newsletter, stickers, vehicle branding, product branding, packaging, labels, etc.?

If so, please provide me with a few details and I'll get back to you.