

Project Questionnaire

What is the purpose of this project?

What specific goals do you have for this project?

What are you selling? New product? Promotional? What do you want to say?

What is your mission statement? How do you want to be known?

Who is your current audience? Who is your target audience and what do you want to say to them? How do you intend to reach your target audience? What kind of relationship do you want to maintain with them?

- | | |
|---|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Online advertising |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Social Networking |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Publication |
| <input type="checkbox"/> Postcards | <input type="checkbox"/> Promotional Items |
| <input type="checkbox"/> Mailers | <input type="checkbox"/> Print Ads |
| <input type="checkbox"/> Flyers | Other: |
| <input type="checkbox"/> Brochure | |
| <input type="checkbox"/> Point of Sale | |
| <input type="checkbox"/> Internet | |
| <input type="checkbox"/> Website | |