

This is a useful introductory survey to begin the creative process, where the possible directions are clarified and necessary information, such as target audience, main message and naturally, the desired result are defined.

The completed survey will serve as a foundation for our project. Please take the time and fill it thoroughly, make sure your answers are the most straightforward. According to your answers we can get a good estimate of your project's scope and together we can define the milestones, timeline and focus of the task and learn how we can be of assistance to you.

This form is an organic part of our branding practice, regardless of the project's character. During our work together you can experience that well-thought basics are essential to successful and effective work and the long term improvement of your brand.

Now, let's brake the ice...

## 1 WHO ARE YOU?

What's your product/service?

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## 5 COMPETITION

Who is your primary competitor?

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## 2 WHAT'S NEXT?

In which direction do you want your brand to be headed?

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## 6 CRITERIA FOR SUCCESS

When would you consider this project a success?

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## 3 WHAT'S YOUR VISION AND GOAL FOR THE FUTURE?

How do you want your brand to be seen?

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## 7 MAIN MESSAGE

What do you want this project to tell about you/your product?

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## 4 WHO'S YOUR TARGET AUDIENCE?

Whom do you want to address?

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## 8 KEYWORDS

Wich words best describe your brand?

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|--------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> reliable    | <input type="checkbox"/> enthusiastic | <input type="checkbox"/> funny      |
| <input type="checkbox"/> progressive | <input type="checkbox"/> unique       | <input type="checkbox"/> hi-tech    |
| <input type="checkbox"/> traditional | <input type="checkbox"/> honest       | <input type="checkbox"/> precise    |
| <input type="checkbox"/> established | <input type="checkbox"/> exciting     | <input type="checkbox"/> original   |
| <input type="checkbox"/> powerful    | <input type="checkbox"/> serious      | <input type="checkbox"/> mainstream |
| <input type="checkbox"/> other       | _____                                 |                                     |

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..thanks! You've taken the first steps towards a successful cooperation!