

stories.

NEW BUSINESS QUESTIONNAIRE

CLIENT NAME:

COMPANY NAME:

CONTACT:

POSITION:

All about you.

PLEASE GIVE US A BRIEF OVERVIEW OF YOUR BUSINESS:

DESCRIBE YOUR GOALS AND AMBITIONS FOR THE BUSINESS:

HOW MUCH ARE YOU LOOKING TO INVEST IN THIS PROCESS?

Please provide an upper and lower range if you don't have an exact figure.

WHAT DELIVERABLES ARE YOU HOPING TO GAIN FROM YOUR INVESTMENT?

We will use this information, and your investment value, to determine which of our packages would be best suited to you.

Your brand.

WHAT SPECIFIC NEED, GAP OR PROBLEM DOES YOUR BUSINESS SOLVE?

Please explain exactly what you do, sell or service you provide.

WHAT IS YOUR USP?

HOW OR WHERE WILL YOUR BRAND OR SERVICE BE DISCOVERED?

WHAT IS YOUR PRICE-POINT? ARE YOU PREMIUM, MIDRANGE OR ESSENTIAL LEVEL?

WHO ARE YOUR TARGET AUDIENCE?

Please give us as much detail as possible, we will use this to perfectly align your brand with this specific market.

HOW WILL YOU COMMUNICATE WITH YOUR AUDIENCE?

We can help you to expand your communications and pinpoint the correct platform based on your target market.

WHO ARE YOUR KEY COMPETITORS, OR IS THERE ANYONE PROVIDING A SIMILAR SERVICE?

We can help you study these competitors in greater detail to understand your market position.

IS THERE ANYONE YOU ADMIRE WITHIN THIS MARKET OR FIELD? IF SO, WHY?

PLEASE NAME A BRAND OR PRODUCT WITHIN A DIFFERENT SECTOR YOU ADMIRE AND REASONS WHY:

Create meaning.

WHAT IS YOUR MISSION STATEMENT?

Don't worry if you don't already have one, we can help you define this.

WHAT SINGLE MESSAGE, IDEA OR FEELING DO YOU WISH TO CONVEY?

For example 'we're experts' or 'we're authentic, or 'organic and tasty.'

WHAT ARE YOUR BRAND VALUES?

IF YOUR BRAND WAS A PERSON, WHAT THREE ATTRIBUTES WOULD YOU USE TO DESCRIBE IT?

IF YOUR TARGET CUSTOMER HAS TO DESCRIBE YOUR BRAND IN ONE WORD, WHAT WOULD IT BE AND WHY?

Deliverables.

WHAT ARE YOUR EXPECTED CONCEPT DELIVERABLES FOR THE PROJECT?

Please mark all those that apply.

STRATEGY

Help defining your product and service proposition

BRANDING

PACKAGING

CREATIVE CAMPAIGN

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA MANAGEMENT

PHOTOGRAPHY AND/OR ART DIRECTION & STYLING

BRAND GUIDELINES

ADDITIONAL APPLICATION:

Signage, menus, stamps, stickers, anything along those lines

PRINT READY ARTWORK FILES

ANYTHING ELSE, PLEASE SPECIFY BELOW:

DO YOU HAVE A SPECIFIC DEADLINE OR TIME FRAME IN MIND?

Thank you.

Hopefully this document gives you a clear and informative insight to our working process, and also covers everything we need to know about you, and your brand. Our next step is to produce a proposal document which will provide an overview of how best we can help your business grow.

If you have any questions, please contact emily@storiesstudio.co