



DESIGN QUESTIONNAIRE

This questionnaire will help us produce advertising that achieves your goals. Answer each question that you feel is applicable and simply leave blank anything you don't wish to include or are unsure about. Once you've completed the form you can give it to your sales representative, fax it to 270.916.8240, email it to hwilliams@yourmessageisclear.com or mail it to PO Box 1055, Mt. Pleasant, SC 29465.

Company or Organization Name _____

Key Design Contact _____

Phone Number: _____ Email Address: _____

Briefly describe what your company or organization does. _____

Where are you located? _____

Do you have a current website? If so, what is the web address? _____

Do you need help with logo design? Yes No

Do you currently have a print ad campaign you would like to repurpose for your digital ad? Yes No

Do you have images (in high resolution format) that can be used for designing this project? Yes No

Do you require any photo manipulation services? Yes No

Do you need us to scan any hard copy files for use on screen? Yes No

Would you like to use any stock images or backgrounds? Yes No

Do you require photography services for this project? Yes No

Would you like to use any stock video? Yes No

Have you written any copy for this project? Yes No

In addition to basic Static Ad design, we also offer Dynamic Ad design that can include eye catching animation and/or video. Are you interested in Dynamic Ad design? Yes No

What is the goal or desired outcome of this project? (branding/identity reinforcement, improved access to information, etc.) _____

Please describe your target market:

Demographics (age, gender, income, employment, geography, lifestyle): _____

Type of consumer targeted? (examples: luxury home owners, small businesses, etc.) _____

Please list any competitors you would like us to be aware of: _____

How would you say that your company differs from your competitors? _____

Feel free to add any other information that you think will help us with your project: _____