



**PLAN 9  
DESIGN**  
ADVERTISING  
DESIGN • WEB

# CLIENT & PROJECT QUESTIONNAIRE

## Project: ?

*Please answer the following questions thoroughly, this will enable Plan 9 to create materials which meet your objectives. If a question does not apply, please state "N/A"*

### **Who are you? Or who is the organization you're representing?**

- When was your organization formed? Why was it formed? How large is your organization? What sets you apart? Is there an over-arching philosophy or set of values that guides your organization? For example, you could be a restaurant that offers a contemporary twist on Southwest cuisine and uses only locally produced ingredients. If you're a manufacturer you could use only the best and most durable raw materials and fabrication techniques.

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### **Competition**

- Who are your biggest competitors and why?

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### Your Product/Service Profile

- What are you selling or promoting? What problem are you solving?

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- What is the price classification of your product/service? (Economy, Median, Luxury, etc.)

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- Are there key benefits or capabilities that should be emphasized?

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- *What are you really selling?* What is the end result of your product or service? What does the customer gain emotionally from your service?

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### Your Audience

- Who is your audience?

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- Are they knowledgeable about, and experienced with this product/service? Your industry? Your organization?

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- Why would they be interested in this information?

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- Is there a reason you are communicating this information at this specific time?

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- What is the customer's perception/opinion of this product, you, and your type of business?

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- How would you like them to feel about you?

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- What other product/service offers this benefit?

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- In one sentence, what are you trying to communicate?

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- What single belief would you like your audience to walk away with?

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- How do you want your audience to respond?

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### The Creative Process

- Do you have a clear idea of what you think this piece should look like or will Plan 9 be the responsible for transforming the answers to this questionnaire into marketing materials that meet your objectives?
- If you have a clear idea, please describe it:

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- Have you already seen anything that resembles what you are looking for?

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- Are there concepts/symbols/images/styles that you think might serve as inspiration?

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- Are there concepts/symbols/images/styles that should be avoided when communicating with this audience?

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- How is your product/service typically advertised/marketed? What do your competitors do with their advertising/marketing that you feel are bad choices?

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- Do you have a particular size in mind? If so, please specify the dimensions.  
IMPORTANT: Will this artwork be used in additional applications? If so, what are those dimensions? For example, you may ask for a print advertisement to be created, but also intend to use that art in tradeshow graphics at a later date.

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- Is there a particular color scheme, style, or a set of brand guidelines the art must adhere to?

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### Past Marketing Efforts

- What have you done to communicate this info before?

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- Were those efforts successful or unsuccessful? Why?

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