



CREATIVE STRATEGY

Client:

Contact:

Project:

Have you ever worked with a designer?

List three impressions (values/messages) you would like the audience to come away with after viewing this piece/website?

Are there existing visual assets available for the designer to use (photos, copy, other images, etc.)?

Are you interested in custom or stock photography or illustrations?

Are there any competitor's materials that you would like to share?

What distinguishes you from your competitors?

What is the main message you would like to communicate for your project?

(Continued)

What is the end result/action that you would like this project to provoke?

Who is the specific target audience that you are trying to reach?

How will you distribute (print) or announce (website) when it is complete?

Have you done anything like this before? If so, was there positive and/or negative feedback from the project that you would like to share?

Do you have a budget to work with?

Are there any other ideas or details that you would like to convey?