

Design Brief questions

Your Company

Who are your company? What is your history?

What are your business's core aspirations?

What values does your business stand for?

What is your brand personality?

Do corporate style guidelines exist for your brand?

Your Product or Service

What is your product or service to be marketed?

History of product, how does it perform when compared against your competitors?

What is the key element that sets your product or service apart from your competition?

Who are your competition? How do they market there products or services?

Your Customers

Who is your target audience? What demographic? What lifestyle?

What is your audience intended to think/feel/know when they see this piece of marketing material?

How should they best get in touch with you?

Specifics

What is the purpose or function of this piece of marketing material?

Where is this piece of marketing material to be seen and how will it be delivered?

What is your ball-park budget for this piece of marketing material?

What needs to be avoided?

What is the intended tone of voice?

What other marketing materials exist?