

Below you will find a questionnaire which is the first stage of development at Butler Creative. It is meant to help gather information for your design estimate and for further development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, as well as your taste and personal preferences. Most importantly, your replies will help formulate the goals your new project will be required to achieve.

To fill in this document, you will need Adobe Acrobat 5 or later. Get the latest version of this product here:

<http://get.adobe.com/reader/>

Once you are done filling in the fields, please save this document and e-mail it to: butlercreative@bellsouth.net

Project Overview: *(Project information, goals, measurable objectives)*

Deliverables Needed: *(Copy, design, printed materials, photography, and/or mailing?)*

Primary Audience: *(Who are they, how will they use this piece, what is the intended response?)*

Tone / Image: *(Funny and casual, formal, professional, specific visual goals?)*

Messages, Features, Benefits and Value: *(Provide specific features and/or facts about the program, service or promotion you are marketing and it's value to target audiences. What sets you apart from your competition? What is one sentence that summarizes it's unique value? Other key points?)*

Budget and Schedule: *(Has a budget been approved? When must the message get to the target audience for greatest impact? What is the desired due date for finished work?)*

Process: *(Who will be the point person for the design review and approval process?)*

Additional Information: *(Are there any unique specifications you need to share?)*