



## The Discovery Process/Creative Brief

**Purpose:** We work closely with you to discover how you feel about your company, your product, your consumers and your brand. We will evaluate your current positioning to determine what makes you different, initiating additional research if the need arises. Before we proceed, it is important that we establish a common language and an understanding of your goals and objectives.

The Creative Brief is our road map. It puts into writing what we are setting out to accomplish together. The results of our discussions are the attributes of your brand and the scope of our work. The creative brief establishes a common vision of position, branding objectives and solid deliverables.

Please answer the following questions as thoroughly as possible. If a question is not relevant to the current state of your business, please put N/A. Feel free to enter your responses directly on this Word document. Be sure to save this document to your hard drive and then attach to your reply e-mail.

### General Information for Our Database:

Name: Company:

Mailing Address:

Telephone: Fax: Cell:

E-mail Address:

Web Site Address, if applicable:

## Your Company History

- 1) How long have you been in business?
- 2) How many years of personal experience do you have in this business or industry?
- 3) Where is your company based?
- 4) Briefly describe how and why you started this business?
- 5) What areas do you serve, i.e. counties, states, etc.?
- 6) How large is your business, i.e. number of crews, etc.?
- 7) What specific services do you offer?
- 8) In your opinion, what does your company really do well?

9) What makes your company unique and different compared to other companies that offer the same service? (Why would I want to hire you over your competition?)

10) What is your company image? (High-end? Strong? Great service? Etc.)

11) What would you say your Company Mission Statement is?

12) Who are your competitors?

13) Describe the evolution of your client base? (Types of clients served past and present, i.e. high-end homeowners, commercial, builders, etc. Be sure to include geographic location, male or female, age group, race, income level and education level, if applicable.)

14) Have you received any client testimonials and/or thank you letters that are or can be approved to be used for marketing purposes?

16) What have you done in the past as far as marketing your business? List any place you are currently advertising as well.

17) Your business currently comes from what sources? And is this mostly repeat business, new business, etc?

18) Has your business received any notable awards? If so, please list.

19) Have you or your company received any media coverage and/or recognition? Have there been any articles written on your business or has your business been mentioned in a media article about a client, etc?

20) Are you or your company involved in any type of industry organization where you offer your counsel or expertise?

21) What challenges do you face today relating to operating and growing your business?

22) What do you find most enjoyable about your business?

### **Your Marketing and Business Goals:**

1) Please describe in detail what marketing and business goals you want to achieve through the implementation of your new marketing efforts?

2) On what target markets/client audiences would you like to focus?

3) What message(s) would you like to convey to these target audiences?

- 4) What types of marketing are you interested in applying either now or future, i.e. brochure, web site, print ads, direct mail and/or specialty items?
- 5) You are interested in having a logo designed. Please tell me your thoughts on whether you have something particular in mind. Whether you are looking at a black and white logo, 2 color logo, full color logo, typeset logo only, icon and typeset logo?
- 6) What type of signage are you considering? Vehicle signs, contractor signs, etc.
7. Do you have photos of your work that we can utilize for marketing purposes?

TAKE THIS SPACE TO ADD ANY OTHER IMPORTANT INFORMATION THAT YOU FEEL  
WOULD BE PERTINENT TO THIS DISCOVERY PROCESS. THANK YOU!