

Jeremy Harrington

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Date Line

Client : Mr. So and So

Company: So And So Co.

Address: 54321 some street

City/State: Someplace, OR 97005

If you had to describe your company/organization in one word, what would it be? Why?

What is the most important aspect of the product/business, do you see it always being this important?

Who is your target audience? Example: Women age 16-50

Is your business more local, national, or international? Would you like this to change?

Where would you like to see your product/business showcased? How about in 5 years?

List feelings you would like your deliverable to portray. Examples: clean, modern, vintage, timeless, hard, soft, friendly, warm, cold, etc.

What makes your company and/or product unique?

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Who is your major competition?

Describe your ideal customer, what do they watch, read, do for a living, etc.

Are there people you would really rather not see as your customers? Describe them.

Describe how you want your ideal customer to describe your brand.

Are there any elements you would prefer to see in the deliverable?

Are there words or icons that must be included in the deliverable?

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Do you have a tagline or a slogan? Would you like to see it incorporated with the deliverable?

In your opinion, what defines a well-designed deliverable?

Please provide some examples of similar deliverable you like and explain why?

What similar deliverable do you dislike and why?

Please list your companies values or mission statement.