



Email or fax your answers to
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Below you will find a few preliminary questions that will help us to understand where you are now, where you would like to be in the future, and how we are going to help you get there. You can use a separate piece of paper or e-mail to answer.

1. Describe your business.
2. Describe the characteristics of the target audience that you are trying to reach.
3. Describe (what you think or what any marketing data shows) the target audience's perception is of your product or service.
List at least 3 positive and 3 negative.
4. What is the one main message you want to get across.
5. What are three sub-messages you want to portray.
6. Please provide us with any existing materials from your company.
List three characteristics that you think make them successful and 3 that you think make them unsuccessful. Do you desire to retain any parts of the existing materials?
7. Who are your 3 major competitors?
8. What are their strengths and weaknesses compared to your product/services?
9. How do you want your message to be different than the messages that they are sending?
10. Are there any images, related or non-related to your industry, that you feel successfully portray attitudes or goals similar to yours?
11. What specific items do you have in mind that will need to be created?
12. What is the specific amount budgeted for this project?
13. Is there a specific deadline for these items?

A. Please **list and prioritize** all of your goals for the project.
If all of these goals are reached, you will be 100% happy.
Remember to list goals, not ways to obtain those goals.
Don't feel obligated to fill all of the spaces as long as
you have made a thorough list.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

We look forward to your comments.
Thanks!