



AVIDA

— CREATIVE —

THE CREATIVE BRIEF

Please complete the following **editable creative brief questionnaire** to provide us with an insight into your business, your current branding and your vision for the future.

This will ensure your project can progress with a clear focus, strategy and end goal.

When you're done, simply **press the 'submit' button** to automatically email the PDF back to us, or just attach it to an email and send to hello@avidacreative.com.au

As soon as we've received your completed creative brief, we will be in touch with your estimate and proposed start date.

We look forward to working with you!

THE BASICS

BUSINESS NAME

PRODUCTS/SERVICES OFFERED

YEAR ESTABLISHED

CURRENT WEBSITE

CURRENT SOCIAL MEDIA

CONTACT PERSON

CONTACT PHONE & EMAIL

THE CREATIVE BRIEF

1. DESCRIBE YOUR BUSINESS IN ONE PARAGRAPH. WHAT IS YOUR **ELEVATOR PITCH**?

2. WHO IS YOUR **TARGET MARKET**?

3. WHERE DO YOU WANT TO **POSITION YOUR BRAND** (ARE YOU KMART, MYER OR PRADA)?

4. WHO ARE YOUR MAIN **COMPETITORS** AND WHAT IS YOUR **POINT OF DIFFERENCE**?

5. WHAT **LOOK/FEEL** ARE YOU HOPING FOR (PLEASE PROVIDE EXAMPLES OF BRANDING YOU LIKE)?

6. WHAT **TONE/PERSONALITY** DO YOU WANT TO WANT TO CONVEY?
WHAT **FEELINGS** DO YOU WANT TO EVOKE?

7. ARE THERE ANY SPECIFIC **COLOURS, STYLES OR ELEMENTS** THAT YOU WOULD LIKE TO BE INCORPORATED?

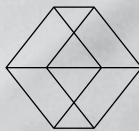
8. WHAT **INITIAL PROJECTS** WOULD YOU LIKE US TO PROVIDE AN ESTIMATE FOR?

9. DO YOU HAVE A **BUDGET ALLOCATED** FOR THE PROJECT(S)?

10. WHAT **TIMEFRAME OR DEADLINE** DO YOU HAVE IN MIND FOR THE PROJECT(S)?

11. DO YOU HAVE ANY ADDITIONAL **COMMENTS, REQUESTS OR NOTES?**

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