

think  
believe  
create

CREO

*Client Name*

*Company Name*

*Tel*

*Mobile*

*Email*

*Business Address*

*Postcode*

***Summarize the project - How can we help?***

***Is this a redesign of something that exists or designing something new?***

***What are your major goals for this project?***

***Where do you see us adding the most value?***

***Who will be working on this project from your end?***

**BRANDING | WEB DESIGN & DEVELOPMENT | VIDEO | PHOTOGRAPHY**

t. 01560 428031  
t. 0141 488 1533

**Head Office**  
**Glasgow Office**

**The Business Centre, 11 Standalane, Stewarton, Ayrshire KA3 5BG**  
**Moncrieff House, 69 West Nile Street, Glasgow G1 2SH**



*What is motivating you or enabling you to do this project now?*

*What is your target total completion date and what is driving that?*

*Who is your target market? Detail your ideal customer below.*

*What are you worried about? What do you imagine going wrong?*

*How will you know this project has been a success?*

**My budget is**

£400 - £2,500

£2,500 - £5,000

£5,000 - £10,000

£10,000 - £25,000

£25,000 - £50,000

£50,000 +

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**How important are each of these?**

**1 Not** **5 Very**

Re-branding / New image / Look and feel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a strong online presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Copy Writing / Strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding your audience / target market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting it done as fast as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting it done as inexpensively as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Differentiating from your competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reaching a new audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working relationship / communication with your design partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original photography throughout marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introducing video elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing by print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intellectual property and trade marking your brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the value and reputation of your brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How did you hear about us?**

If someone recommended us, please say who.

**What actions have you taken to ensure that the brand will not infringe anyone elses trade mark rights?**

**Thank you.**

Please email your answers to [hello@creodesign.co.uk](mailto:hello@creodesign.co.uk)