

Web Planner



This document contains a few questions for you to answer that will help us put a proposal together for you...

The Basics:

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Name:

Contact details:

Your company:

Who are the main contacts for this project? Who has final approval?

Do you have a budget? If yes, how much?

Your Objectives :

Are you looking for the creation of a new brand or the redesign of an existing brand?

Will you require us to carry out brand positioning and competitor research or has this already been done?

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What is the brand for?

Who are your target market?

What would you like the brand to communicate?

What personality would you like your brand to have?

Will you require brand guidelines?

Is there any other information you think might be useful for us to know?

Thank you, we will be in touch shortly...

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