



Brand and Package Design Questionnaire

This is a general-purpose document that will help us learn quickly about your company. The project questions can be used to facilitate thinking and development of a creative project brief. Answers to these questions will ensure that basic business, creative, positioning and project goals are considered.

Questions underlined are minimum requirements for us to consider your inquiry.

PART I: Company Background

Provide a general history of your company, its products and services.

In what geographic markets and categories do you compete?

Provide complete contact information for your company's main office(s).

Provide complete contact information for persons in your company involved in the assignment, management and decision-making in brand identity and package design.

What is your company's total annual budget for brand identity and package design?

Part II: Brand and Package Design Project Information

Do you know your customer?

Who do you believe was, is and will be your target consumer and why?

What are your company and/or brand core values?

What do you stand for?

What are the primary and secondary business objectives for this project?

(Example: increase sales by 25%, provide foundation for new line, etc.)

What are primary and secondary design objectives for this project?

(Example: modernize brand, differentiate flavors, etc.)

Provide a general description of the product(s) and history.

Itemize the deliverable requirements for the project.

Provide your desired timetable for project duration or product launch targets.

In what range is the assigned budget for the project:

☐ \$5,000 or less

☐ \$17,500

☐ \$35K

☐ \$50K or more

☐ No budget has been assigned

Provide complete contact information for the persons involved in the project.

Who is the decision-maker with final authority to approve this project?

On what criteria will design resources be evaluated for this project?

More...

What are the product line specifications?
(Varieties in size, flavor, etc.)

Where will the product be sold?
(Retail venues, countries, shelf location, etc.)

Discuss opportunities or problems in positioning of the product.

Talk about the product personality.

If you could choose only one thing for the shopper to remember about your product, what would it be?

List in order of importance the benefits to customers who buy this product.

List competing companies and brands in this market or product category.

What industry or category trends are influencing your thinking?

Is the structure of the packaging open to change? Require change?

Provide research or data you already have to support decision-making?

What additional testing of product or design is desirable?

What is the status of Corporate Identity or Brand Identity systems relevant to this project?

Are there any standards or constraints for design and production of this product?

Are there gaps in your company's capabilities, e.g.: in product development, testing, manufacture or delivery, with regard to this project?

Any other information that you feel is important for us to know?