

PROJECT QUESTIONNAIRE



WHAT IS A PROJECT?

A prioritized deliverable or task needing professional assistance to achieve the end result you desire.

BE SPECIFIC!

The more we know, the better the results. Details matter. If a question is left blank or an answer is too vague then it's understood that SYN3RGY Creative will complete the project as we see fit. Let's begin.

YOUR PROJECT

1. What's the purpose & overall goal of this project? (ex: ABC Shoe Co. wants to "promote" their new line of shoes so that they can "grow to be as successful" as Nike).
2. Who is your target audience? (ex: gender, age, demographics, etc.).
3. What type of project(s) will this be? (ex: an ad, video, brand campaign, social media graphic, logo, etc.).
4. What's your message? Please proof ALL content before sending it our way. We value our time & yours, so to eliminate unnecessary rounds of revisions, please be specific. Send any content in a separate unformatted email.
5. Do you have a headline? (something short, sweet & simple).
6. Is there a particular color scheme you are envisioning? (ex: greens & reds during Christmas, brand colors, etc.).
7. Are there exact dimensions/size for this project? (ex: every news publication has their own particular ad sizes).
8. Is there a particular style you prefer & would like in this project? (ex: hipster, conservative, classical, modern, etc.).

ANYTHING ELSE?

Every project is unique. Is there anything else you would like to tell us about your project before we begin? Remember, the more we know, the better the results.

SYN3RGY CREATIVE GROUP