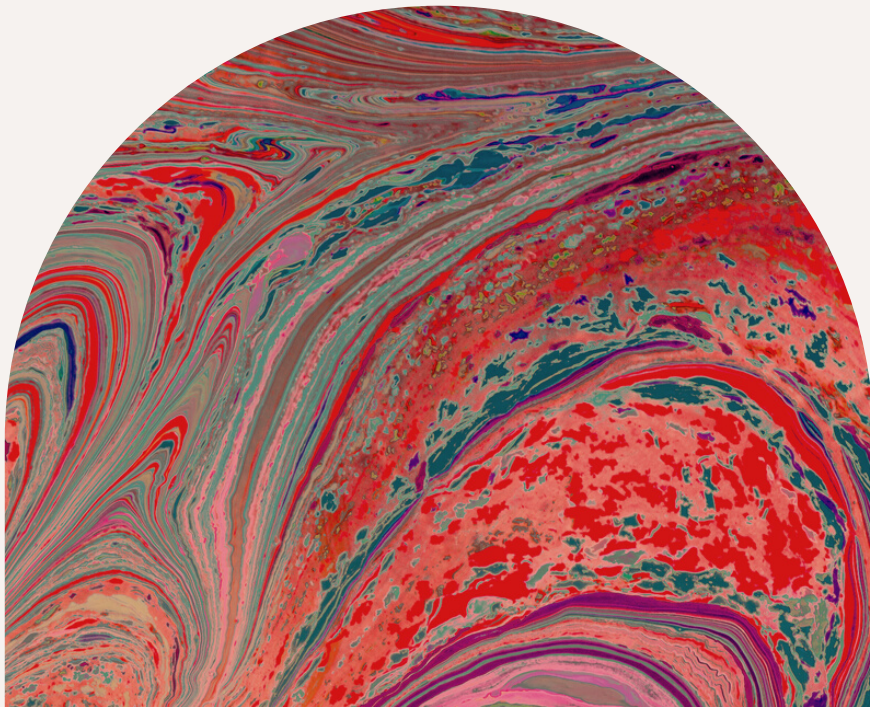Monique Harmer
Photography

New Client Questionnaire

BUSINESS BRANDING CREATIVE BRIEF

General Information

Contact

Name :

Address :

Phone :

Email :

Company Profile

Name :

Legal Form :

Employees :

PRODUCT AND COMPANY MISSION

Product and Services

What products or services do you offer?

Unique Selling Point

What are your unique selling points?

Mission Statement

What are the guiding principles of your company?

Audience and Branding Objective

THIS IS HOW WE SET THE FOUNDATION FOR YOUR UNIQUE PHOTOSHOOT EXPERIENCE

ONCE COMPLETED PLEASE EMAIL TO
PIX@MONIQUEHARMER.PHOTOGRAPHY

Marketing Platforms

Which platforms will the images be used

- [ ] LinkedIn
- [ ] Social Media
- [ ] Website

- [ ] Print & Billboard
- [ ] Editorial
- [ ] Other, ...

Objective of Branding

What is the purpose of Branding?

- [ ] Customer Awareness
- [ ] **Brand Image & Personality**

- [ ] Increase of Sales
- [ ] Other, ...

Brand Identity

What is the reason for Branding?

ABOUT YOU

PROJECT TIMING FOR
PHOTOGRAPHY/VIDEOGRAPHY
Final Deadline

OVERVIEW

Please provide a background about your service

_____

_____

_____

_____

_____

_____

_____

_____

What are the features and benefits of your product or service?

_____

_____

_____

_____

OBJECTIVES

What outcome/s are you looking to achieve from your photography/video production?

_____

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COMPETITIVE LANDSCAPE

Who are you up against and what are they doing differently?

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TONE

What is the brand personality that needs to be conveyed?

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TARGET AUDIENCE

Who is buying your product or service?

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MEDIA MIX

Where are you currently engaging the audience and why?

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INSIGHTS

What are your learned insights about the target audience?

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DETAILED DELIVERABLES

Please list what creative styles do you like and what you don't like - either social media platform, web-links or name.

_____

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CREATIVE PROPOSITION

Now try distilling the insight from above into unique and inspiring quotes you could use with images and/or video in marketing.

_____

_____

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Additional Notes

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