

Client Briefing Questionnaire

Where am I now? Where am I going to?

Imagine you are going on a long fishing trawl with your team and you need to build and provision the boat to take you from A to B – and catch your fish. You can't do it on your own, you need to plan, co-ordinate, think about what resources you need, length of time involved and the budget. If you take time to organise and involve all the team, you are more likely to get a water-tight boat, with everything you need on it, and achieve your aim – a net load of fish.

OK, that is a slightly fishy example, but the principles are the same for a brief. The more time you invest initially in a brief, thinking about the desired outcome and the means to achieve it, the more likely it is that you will get what you want – without springing a leak, without running out of money or veering off course, and without sinking before you get there.

Why take the time to write a brief?

A clear well thought out brief with defined business objectives is the most effective route to your desired outcome at a controlled cost. It will also form a basis for a marketing/communications campaign – an agreed focus for action from your own team, your creative team, your marketing team and your PR team.

A good brief:-

- will be a point of reference for both your team and your creative teams.
- leads to better, more efficient work. It will save time and money throughout the process from start to agreed outcomes. You are more likely to get a “right first time” outcome.
- gives discipline – avoiding re-working or moving of goal posts during the creative process. Don't use the creative process to help define your strategy!
- helps define a partnership between client and agency that is based on mutual respect, professionalism and integrity, with clarity of purpose.
- will clearly define the objective, presenting a clear and credible problem to solve.

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Client Briefing Questionnaire - **design for print**

There are a number of questions that will need to be answered whilst drafting a Graphic Design brief. Listed below are some trigger questions that will help complete your design brief. Preparing a well thought out brief will save the designers time and therefore save you money.

Administrative information

Project name	
Contact Details: Telephone: Mobile: Email Website	
Primary contact name	

A brief description of the project

One paragraph outline of the project scope	
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Business objectives

A brief overview: limit to 3 objectives if possible	<ol style="list-style-type: none">1.2.3.
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Background

Market position/competiton (include SWOT if possible)	
Market direction/ Development	
What has prompted the brief?	
Examples of existing material (attach or supply web links)	

Target audience

Who is the material aimed at? Profile of candidate: individual or company? other?	
Who will buy/commission the product or service?	
Who will use the product or service? Are these the same people?	
How will the material be used?	
How will the material be stored?	

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Research

Any information about: - the target organisations/ audience - marketing strategy - business plan - brand identity guidelines	
Results of brainstorm session if available	

Description of your product/service

The Proposition

What are your USPs and benefits to your customers?	
Which Values drive your business?	
Any supporting material to be produced and used	

Tone/mood

What tone or mood should the material adopt?	
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Logistics

Details of how the material is to be produced and used	
Existing precedents	
Anticipated production runs	
Distribution	
Other media for use e.g. exhibition stand, web-site etc	

Legal/IPR issues

Are your brands/logos registered?	
Is any of the material to be used registered/protected?	

Timescales

Realistic, achievable milestones/deadlines	
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Budget

Fixed budget or quotation required?	
Cost of print included?	
Any other likely costs?	

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