



### **Brand and Package Design Questionnaire**

This pre-proposal/project survey will help us learn quickly about your company and the project you are planning. These questions can also be used to facilitate your own thinking and help develop a clear summary of business & creative goals.

Answers to all questions are not necessary, but to get things started answers to the questions underlined are required to consider your inquiry.

### **PART I: Contact Information and Company Background**

Provide complete contact information for yourself, your company and the persons involved in the assignment, management and decision-making for this project.

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

### **Part II: Brand and Package Design Project Information**

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

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

Provide a general description of the product(s) involved.

What are the creative objectives for this project?  
(Example: modernize brand, differentiate flavors, etc.)

What are the business objectives for this project?  
(Example: increase sales by 25%, provide foundation for new line, etc.)

Outline what's needed for this project.  
(Example: brand strategy, package design, mechanical files, etc.)

Provide your desired timetable for the project with key dates.

In what range is the assigned budget for the project:

- Up to \$10,000
- \$15,000
- \$20K to \$35K
- \$50K to \$100K
- \$Higher

More...

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

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

Discuss opportunities or problems in positioning of the product.

Talk about the product personality.

Describe the target audience for this product.

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.

What industry or category trends are influencing your thinking?

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

Are any existing Corporate or Brand Identity systems relevant to this project?

Are there any standards for design or production limitations for this product?

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

Are there gaps in your company's capabilities that need to be covered for on this project?  
(e.g.: in product development, testing, manufacturing)

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