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New Project / Marketing Objectives Questionnaire

Name of Project:

Company:

Address:

City/State/Zip:

Primary Contact

Name:

Phone:

Fax:

E-mail:

Additional Contact

Name:

Phone:

Fax:

E-mail:

The intention of this form is to provide project input so we may create objectives and develop a communications strategy for your project. You may furnish input verbally or in a written format by e-mail or fax. Please skip over sections that are not applicable to you, and please contact us if you have any questions. Thank you.

1. Overall Objectives

What are the primary objectives of this project?



2. Minimum Requirements

A. List three outcomes that this project must accomplish in order to be successful.

1.

2.

3.

B. Has something been tried in the past that really worked? What was it?
Should it be tried again?

C. Is there anything that should be avoided?



3. Target Audience

A. Who is the primary audience? *Please describe characteristics of the people you would like to target:*

Check all that apply:

B. Gender : Male Female

C. Ages: Under 18 19-36 37-65 66 and over

D. Education Level:

- | | |
|--|---|
| <input type="checkbox"/> Less than High School | <input type="checkbox"/> College Graduate |
| <input type="checkbox"/> High School Graduate | <input type="checkbox"/> Masters Degree or Advanced Degrees |

E. What are the primary occupations of target audience?

F. In general, describe the attitude of your audience:

- Conservative/Traditional Progressive/Liberal

G. How well do clients/prospects understand your products/services?



4. Marketing Objectives

A. In one to three sentences, please describe the central message you want conveyed.

B. What specific information needs to be included?

C. Are any existing marketing materials available about the product(s) or service(s) being sold?

5. Response Mechanisms

What do you want the targeted audience to do? How can they respond?

(For example, respondents could: Go to website, call phone number, return reply card. Or it could be more indirect: Learn about company/service, build identity/awareness.)

6. Images

Do you think photography and/or illustration would be appropriate for this project?

What kind of impression would you like to make with clients? ...prospects?



7. Competitors

A. Please list your main competitors.

1.
2.
3.

B. Are you larger or smaller than your competitors? Larger Smaller

C. What do you like about your competitors?

D. What do you dislike about your competitors?

8. Strengths/Weaknesses

A. List three strengths of your company/product and/or service.

1.
2.
3.

B. List three weaknesses.

1.
2.
3.

General Comments