



APPLICANT INFORMATION

Name of Organisation

Address

Phone

Website

Contact Name

Contact email

Date

PLEASE PROVIDE THE FOLLOWING INFORMATION

This questionnaire is designed to help us understand your design needs, and to clarify key messages, audiences, and results. Email your answers, along with your existing marketing plan, to benefit@itank.com.au. While it is preferable to send your answers by email you may choose to send your information by Post to iTANK, PO Box 1766, New Farm, 4005, Australia. If you need extra space attach more pages.

BACKGROUND

Describe your organisation and its service or product, and how it improves the environment and/or humanity.

Has your organisation worked with a designer or design firm in the past?

What was it like? What worked, what didn't work? What services did you request?

Why is your organisation a good fit for this Benefit?



With three months worth of design, what does your organisation hope to achieve?
(eg: specific report or project? increased visibility? sales? general image upgrade? something else?)

What would be a successful outcome of this project?

TARGET AUDIENCE

List some key points about your market or users/clients.

Who is your target audience? Are they already knowledgeable about your organisation? What motivates them to use your product/services?

How does your audience perceive your organisation now? How, if at all, do you want to change that perception?

COMPETITION

Who are your peers and competitors? How are they marketing themselves?



Compared to your competitors what are the key benefits/advantages your organisation offers?

Do consumers perceive any negatives or barriers to dealing with your organisation?

BRAND ATTRIBUTES

List three attributes you want to convey to your audience when they think about your organisation?

What are your brand's strengths?

What are your brand's weaknesses?

TECHNICAL REQUIREMENTS

Do you have existing identity standards/guidelines etc that we should be aware of?



If you've identified that you require web services, what are your needs?
(eg: Online shopping carts? Newsletter sign-up? Content management system? Other?)

CREATIVE STRATEGIES

What design materials do you think you need to accomplish your goals? (indicate all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Annual Report |
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Logo/Branding |
| <input type="checkbox"/> Web Site | <input type="checkbox"/> Sustainability Report |
| <input type="checkbox"/> Direct-mail | <input type="checkbox"/> Stationery Package |
| <input type="checkbox"/> Poster | <input type="checkbox"/> Sales Material |
| <input type="checkbox"/> Display/Exhibition | <input type="checkbox"/> Other: |

SCHEDULE/TARGET DATES

Are there any deadlines or target dates we need to know about?

APPROVAL PROCESS

Who are your internal decision-makers? Who will be approving the designs and concepts?

ALMOST THERE!

Is there anything else you want us to know?

Don't forget to send your marketing plan too!

