### **We’re Listening!**

# **Wysiwyg New Project Questionnaire**

Firstly we’d like to thank you for considering Wysiwyg as your marketing partner.

It’s important for us to understand all that we can about your hopes for the marketing, your business and a little about campaigns that inspire you.

Wysiwyg’s objective is always to add value to your thinking; to suggest additional ideas; to improve your return on the investment; to do more!

By completing this questionnaire we will be able to do just that.

**The Questionnaire**

We’ve split the questionnaire into several sections to ensure we glean as much information as possible:

What do you do? – a bit about your business

What should it do? – the marketing purpose

What do they want? – your customers defined

What do you like? – marketing/creative briefing

Please feel free to add any information you feel to be relevant. The completion of this questionnaire is vital to Wysiwyg’s understanding of your needs.

If you have any questions or comments during the completion of the questionnaire please contact:

**Paul Force**

**Paul@WysiwygOnline.com**

**0844 310 2927  
07779 578021**

### **1. What Do You Do? – A Bit About You and Your Business**

Wysiwyg strive to get under the skin of their client’s business. The more we understand about the nature of your business, the better able we are to add value to your new media project.

|  |  |
| --- | --- |
| About you  So we know who you are, your title and contact details (phone and email) |  |

|  |  |
| --- | --- |
| Describe your product or service?  Focus in on any USP or differentiators that set you apart from your competitors. |  |

|  |  |
| --- | --- |
| Who are your main competitors?  Please list out their URLs? |  |

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| --- | --- |
| Why have you initiated this project? What is your business plan for this project?  Does this project fit into a larger business project? What return are you hoping to achieve through this work? |  |

|  |  |
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| Any additional comments? |  |

### **2. What Should It Do? – The Projects Purpose**

Clearly the purpose of your project is of great importance. Some campaigns need to be focussed on selling whereas others focus on distributing information. Whatever the focus, Wysiwyg recognise that in order to succeed, the project should generate a response from your customers and prospects.

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| --- | --- |
| What is the main purpose of the project?  *In order of importance (most important first) what are the business objectives for your project (eg, improving sales, increase customer satisfaction, increasing brand awareness)* |  |

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| --- | --- |
| In order what are the primary Call To Actions?  Would you like people to sign-up for a newsletter, give you a phone call, request a brochure etc. |  |

|  |  |
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| How will customers/prospects interact with the project?  Will they be able to enquire, catalogues to browse, feedback, recommend a friend, registration, competitions, etc. |  |

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| --- | --- |
| Any additional comments? |  |

### **3. What Do They Want? – Your Customers Defined**

Knowing who your customers are allows Wysiwyg to target the projects voice and personality directly at them. Understanding what they’re looking for will further enable us to prioritise information to meet their needs.

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| --- | --- |
| Who will the campaign be aimed at?  Consider the age, social status, income, computer literacy and all other aspects of the potential market. |  |

|  |  |
| --- | --- |
| Why would they come to you?  Are they looking for information, products, advice, love etc… |  |

|  |  |
| --- | --- |
| Are you trying to retain customers or expand into new markets? |  |

|  |  |
| --- | --- |
| Any additional comments? |  |

### **4. What Do You Like? – Creative Briefing**

Creativity is important to Wysiwyg, it’s also vital to the success of your project. In the following questions you have an opportunity to guide the creative design of the project.

|  |  |
| --- | --- |
| Please list any 3 branding, collateral, DM or websites that you personally like  Point out specific features that you like and feel could be applied to your project. | Item 1:  Reason:  Item 2:  Reason:  Item 3:  Reason: |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tick 5 words that represent your project? | |  |  |  | | --- | --- | --- | | □ Fun | □ Informative | □ Corporate | | □ Fresh | □ Easy-to-use | □ Clean | | □ Colourful | □ Simple | □ Classy | | □ Funky | □ Square | □ Rounded | | □ Imagery | □ Light | □ Dark | |

|  |  |  |  |
| --- | --- | --- | --- |
| Do you have brand standards?  Including logos, colour schemes, imagery etc. | |  |  | | --- | --- | | □ Yes we do\* | □ No |   \* If yes, please arrange to supply all relevant brand information and assets to Wysiwyg. |

### **Thank You…**

..for taking the time to answer this questionnaire. The answers provide will help us to deliver a successful and worthwhile campaign that meets your needs directly.

Finally if you have any further ideas, comments or would like to sketch out your own design idea, use the space below:

Continue on additional sheets if required.