



AVIDA

— CREATIVE —

**THE CREATIVE BRIEF**

Please complete the following **editable Creative Brief questionnaire** to provide us with an insight into your business, your current branding and your vision for the future.

This will ensure your project can progress with a clear focus, strategy and end goal.

Simply **save the PDF** to your computer and fill out the editable sections. When you're done, just **press the 'submit' button** to automatically email the PDF back to us, or just attach it to an email and send to [hello@avidacreative.com.au](mailto:hello@avidacreative.com.au)

As soon as we've received your completed Creative Brief, we will be in touch with your estimate and proposed start date.

We look forward to working with you!

## THE BASICS

BUSINESS NAME

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PRODUCTS/SERVICES OFFERED

---

YEAR ESTABLISHED

---

CURRENT WEBSITE

---

CURRENT SOCIAL MEDIA

---

CONTACT PERSON

---

CONTACT PHONE & EMAIL

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## THE CREATIVE BRIEF

1. DESCRIBE YOUR BUSINESS IN ONE PARAGRAPH. WHAT'S YOUR **ELEVATOR PITCH**?

2. WHO IS YOUR **TARGET MARKET**?

3. WHERE DO YOU WANT TO **POSITION YOUR BRAND** (ARE YOU KMART, MYER OR PRADA)?

4. WHO ARE YOUR MAIN **COMPETITORS** AND WHAT IS YOUR **POINT OF DIFFERENCE**?

5. WHAT **LOOK/FEEL** ARE YOU HOPING FOR (PLEASE PROVIDE EXAMPLES OF BRANDING YOU LIKE)?

6. WHAT **TONE/PERSONALITY** DO YOU WANT TO WANT TO CONVEY?  
WHAT **FEELINGS** DO YOU WANT TO EVOKE?

7. ARE THERE ANY SPECIFIC **COLOURS, STYLES OR ELEMENTS** THAT YOU WOULD LIKE TO BE INCORPORATED?

8. WHAT **INITIAL PROJECTS** WOULD YOU LIKE US TO PROVIDE AN ESTIMATE FOR?

9. DO YOU HAVE A **BUDGET ALLOCATED** FOR THE PROJECT(S)?

10. WHAT **TIMEFRAME OR DEADLINE** DO YOU HAVE IN MIND FOR THE PROJECT(S)?

11. DO YOU HAVE ANY ADDITIONAL **COMMENTS, REQUESTS OR NOTES?**

*thank you for completing  
the questionnaire*

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*bespoke branding, identity  
and graphic design for  
authentic, visionary brands*

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