



PROJECT PLANNER

INTRODUCTION

EFFECTIVE COMMUNICATION IS THE KEY TO A SUCCESSFUL PROJECT.

The Vivid Creative Project Planner will help you outline your overall goals for your project and will in turn, help us understand your goals and expectations.

Please complete this document to the best of your ability.
If there is a question or section that doesn't make sense or doesn't apply to your project, feel free to leave it blank.

Once we have this information we can begin preparing your quote and arrange a meeting or phone conference to discuss the specifics.

CONTACT INFORMATION

Your name:

Your business or organisation name:

Your email address:

Your daytime phone number (including area code):



GENERAL PROJECT
INFORMATION

Which of our services are you interested in?
(Tick all apply)

BRANDING & IDENTITY

- Strategy
- Design

DIGITAL

- Strategy
- Web
- Software
- Other...

PRINT

- Corporate Stationary: Letterhead, Business / Appointment Cards, Forms etc.
- Corporate Collateral: Brochures, Profiles, Posters, Signage etc.
- Direct Marketing: Flyers, Postcards, Targeted Communications etc.

MARKETING

- Strategy
- Advertising Campaign

What is your desired launch date for this project?

Have you established a budget for this project? If yes, please indicate your budget.
(This figure will help us develop a strategy. It will not be used as a goal for invoicing.)

Can the project be divided into phases to account for budget and timing constraints?



BRANDING & IDENTITY

Does your business have a logo?

Yes

No

If YES, are you looking to develop a new logo and/or branding scheme for your project or are you satisfied with what you have in place?

MARKETING

What are you trying to achieve by marketing and where does your gut tell you that you should be marketing to reach your ideal audience.

Do you have a campaign budget and duration in mind?

PRINT MEDIA

To the best of your ability, list and describe the types of print items you think you need. (eg. Flyers for letterbox drop, Brochures, Direct Marketing, Business Stationery, Posters, Display Banners, Signage etc.)

Do you have an existing collection of photography or high quality images available for use?



PROJECT PLANNER
WEBSITE DESIGN

Is this a re-design of an existing website?
(If your project is not a re-design, skip this section)

What is your current web address or URL?

What is your main goal for this re-design?
(ie. Provide a better user experience, update the site's look and feel, target a different audience etc.)

Which aspects of your site do you feel are successful and why?

Which aspects of your site do you feel are unsuccessful and why?

Do you know how many people visit your site on a daily, weekly, or monthly basis?

Do you plan on using content from the existing site and if so, which portions?





PROJECT PLANNER
WEBSITE PROJECT GOALS

Briefly describe what purpose / service your website seeks to provide:

What are your goals, objectives or reasons for undertaking this project?
(ie. Promoting a product / service, matching our competitors, targeting a specific audience etc.)

Describe the ideal / typical users of your site:
(List more than one profile if applicable)

What action(s) do you expect the user to perform when visiting your site?
(ie. Search for information, sign up for an account, purchase a product / service etc.)

List any other websites you may like and why:

How does your company set itself apart from the competition?
(Please provide competitor URLs)

Would you like to be able to manage the ongoing maintenance of your website inhouse via a Content Management System?

Yes

No

THANK YOU!

THE INFORMATION YOU HAVE PROVIDED WILL HELP GIVE US A CLEARER OUTLINE OF YOUR GOALS AND EXPECTATIONS.
PLEASE SAVE THIS DOCUMENT AND EMAIL IT BACK TO VIVID CREATIVE AT YOUR EARLIEST CONVENIENCE TO GET STARTED.

RETURN TO: PLANNER@VIVIDCREATIVE.COM.AU

