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New Project Quick Start

Company/Project Title: _____

Budget: _____

Rough deadline: _____

Instructions:

Please read and answer the questions below. These will help our team, at any of the Tree Kangaroo Creative companies above, prepare your project for success and ensure that the materials we create for you are long-lasting and serve your purposes fully!

While you are getting started, why not place a preliminary request with us at <http://www.treekangaroocreative.com/awesome/hire-me/> and set up a free consultation!

Message from the owner:

Hello! So glad you're interested in getting started! At Tree Kangaroo Creative, we want you to have a successful project and a great time! This quick start guide is intended to help you do just that! Please feel free to contact me personally at serenatk@gmail.com at any time, with additional questions!

Happy project-ing!!!

-Serena Andrews, Owner
Tree Kangaroo Creative

Project objectives.

What is the purpose of the project?

Examples: raise market awareness by 25%, sell 2,000 widgets, educate existing customers, enthuse salespeople, upgrade the company image, meet a legal requirement, build company loyalty or esprit de corps.

Target audience.

Who are the readers/viewers/customers/listeners?

Determine sex, age, job titles, social/economic conditions, employment, geographic concentration. Are they already knowledgeable about the product, or not? What motivates them?

Product description.

What are its features?

What are the desired specifications, components, manufacture, delivery, other marketing efforts. How is it used in everyday application? What is it that's different, unusual, or unique? If this is a branding/logo design: list or provide color combinations that appeal to you, as well as any concepts that relate to your business [e.g.. movement, security, fun, problem solving etc..]. We will use these ideas to weave visual elements into your design. If it is audio or multimedia, what other requirements does it have.

Customer (user) benefits.

How will he or she be better off?

Example: Does it save time, effort, money? If so, how much? How relatively important is this to the customer? What are the trade offs (example: higher quality usually means higher price)? Determine all benefits, but rank them—concentrate on the one or two strongest. Be as objective and specific as possible. (If this is a logo, apply these questions to the idea of working with your company - Provide a list of "feelings" that you want the client to have on seeing your logo/branding).

Support for benefits claims.

Double check that you can prove your claims: test data, focus group reports, user testimonials.

Aim for only facts, not opinions or generalizations; If possible, get information that is quantified. (This is more for printed material, websites, audio ads etc... If this is a logo/branding project consider what impression you're giving with the design.. e.g.. does it suggest you have quick turnaround on your service/fulfillment? If so, can you come through with that "claim".)

Creative considerations.

What limitations or constraints do you have?

For example: budget, schedule, size, paper, use of color, number of photographs/illustrations, corporate standards, personal likes/dislikes. Gather any photos, illustrations, writing/text, tag lines etc. If it is an audio projects, how much bandwidth do you have, what is the length of the clip, and what limitations do the listeners have either on the web or during radio play etc...

Competition Research.

What similar products/services are available and how good are they?

Get names, specifications, prices, good and bad features. Try to be objective, and realistic. (Dig up 5 or so good examples of your most direct competitors to forward to our team. Make notes if you like to go with each example. We will use these as a reference and gauge for understanding the market you'll be in. ALSO dig up 5 or so examples *can be unrelated to your field* of projects that you love and note what you like/dislike. We will use these to better understand your tastes.

Distribution.

Do you have a specific company that you prefer for distribution (printer, mastering facility, web service, magazine ad run etc...)

If not, what is your budget and let us know if you would prefer to do this research for you. Note: for printing, we only give referrals, we do not offer printing as part of our services. We will prepare your project for print and turn over the customer/printer interaction to you after initial setup.

Most important point.

Most communications leave only one overall impression.

"If you could choose only one thing the reader/viewer would remember, what would it be?"