



graves fowler creative

client survey

Creating successful communications hinges on the decision-makers identifying and agreeing on the issues faced as well as the ultimate goal. The following questions help to assess, clarify, and define information critical to that success.

1. Can you provide us with samples of the materials your organization is currently using — identity materials, brochures, annual reports — any printed materials aimed at your target audiences?
 yes no

2. Describe your current organizational focus. Are there historical highlights that are pertinent to where your organization is today?

3. Who are your competitors? What is effective (or not) about their communication materials?

4. How do you distinguish your organization from your competitors?

5. What initiated the need for this project?
