



Business Name: _____

Contact Name: _____

Web Site: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

WHAT TYPE OF BUSINESS DO YOU DO?

WHAT ARE OBJECTIVES OF YOUR BUSINESS?

HOW WOULD YOU LIKE YOUR BUSINESS TO BE PERCEIVED?

WHO IS YOUR AUDIENCE? DEMOGRAPHIC?

WHO IS YOUR PRIMARY COMPETITOR? *(include web address if possible)*

WHAT DO YOU WANT THIS PROJECT TO SAY ABOUT YOUR BUSINESS?

WHAT'S YOUR FAVORITE/LEAST FAVORITE COLOR AND WHY?

LIST LOGOS YOU LIKE & EXPLAIN WHY? *(include web address if possible)*

WHAT WOULD YOU LIKE ROCKETBOY MEDIA TO PRODUCE? *(check all that interest you)*

- | | | |
|---|--|--|
| <input type="checkbox"/> LOGO/IDENTITY PIECES | <input type="checkbox"/> ADVERTISEMENT | <input type="checkbox"/> MARKETING MATERIALS |
| <input type="checkbox"/> BROCHURE | <input type="checkbox"/> POSTER | <input type="checkbox"/> SALES MATERIALS |
| <input type="checkbox"/> DIRECT MAIL | <input type="checkbox"/> WEBSITE | <input type="checkbox"/> OTHER: _____ |

WHAT KEYWORDS BEST DESCRIBE YOUR BUSINESS?

- | | | |
|--------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> DEPENDABLE | <input type="checkbox"/> STRONG | <input type="checkbox"/> ORIGINAL |
| <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> ENTHUSIASTIC | <input type="checkbox"/> MODERN |
| <input type="checkbox"/> TRADITIONAL | <input type="checkbox"/> UNIQUE | <input type="checkbox"/> FUN |
| <input type="checkbox"/> ESTABLISHED | <input type="checkbox"/> INTEGRITY | <input type="checkbox"/> SERIOUS |
| <input type="checkbox"/> EDGY | <input type="checkbox"/> PRECISION | <input type="checkbox"/> CONTEMPORARY |

ANY OTHER INFORMATION?