The briefing below is only for the agency to understand a little better the current objectives of the project. It does not need to be answered completely or if they do not have any answer will not interfere with the final result.

1) What is the segment of the company?

2) What is the history of the company and/or owners?

3) What is the mission, vision and values?

4) Describe your products or services.

5) Describe your company in one sentence.

6) What is your target audience?

7) How do you want people to see your company?

8) Why do your customers prefer your product/service over others?

9) Who are your competitors or someone you admire?

10) What are your differentials?

11) What are the weaknesses against the competition?

12) What vision do you have for your company in the short and medium period?

13) How do you imagine your company in 5 years?

14) What kind of feelings would you like the company to have?

15) Mention some brands that you consider visually interesting.

Final considerations: