

6829 Elm Street, Suite 210
McLean, VA 22101, USA

703-556-3311
Fax 703-556-4172
projects@kensingtoncreative.com

Company Name: _____

Contact: _____

Project Title: _____

Type of Project: _____

Target Delivery Date: _____

A. The Company

1. What is the history of the company?

2. What is the corporate culture or philosophy?

3. What is the company's record of growth?

4. Is there a key spokesperson or other visible figure?

B. The Product

1. What problem does the product solve for the consumer?

2. What are the unique advantages of the product? Please prioritize.

a.

b.

c.

d.

e.

3. Other copy points?

MARKETING QUESTIONNAIRE

4. What are the product's problems/weaknesses?

- a.
- b.
- c.
- d.
- e.

5. Where and how is the product sold?

6. How was the product originally launched?

With what marketing and advertising strategies?

7. How has the product performed? Has it been altered or improved?

Is its share of the market improving?

8. What is the product's image?

9. How does the product respond to changes in:

- a. Pricing?
- b. Promotion?
- c. Advertising?

10. What are the current and future market conditions for the product?

11. Is the product category static or growing?

MARKETING QUESTIONNAIRE

12. Is the category of high or low interest? _____

13. Are there any regional or seasonal considerations? _____

C. The Competition

1. What is the product's competition? _____

Brand	Company	Market Share
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- a.
- b.
- c.
- d.
- e.

2. How does the product stand in relation to its competitors? _____

3. Which competitors pose the greatest threat? _____

4. Are there important differences between your product and the competition? _____

5. How do your competitors differ in their advertising and market strategies? Price? _____

6. Have all possible brand positions been covered—or is there a unique niche for your product? _____

MARKETING QUESTIONNAIRE

7. What is the size of the market in units and dollars?

D. Your Target Market

1. Who will be buying the product? Please include demographics.

2. Who influences buying?

3. Who will be actually using the product?

4. Who are the heavy users of your product?

5. What kind of emotional sell would motivate someone to buy your product?

(i.e., desire for prestige, security)

6. Why wouldn't someone buy your product?

(i.e., price, lack of awareness)

E. The Assignment

1. What are the objectives of this assignment?

(i.e., lead generation, direct sales, awareness)

2. How will you measure its success?

MARKETING QUESTIONNAIRE

3. Are there any promotions planned in conjunction with this assignment?

4. What kind of tone—graphic and copy—do you feel is appropriate?

(i.e., upscale, friendly)

5. How have past promotions/advertising efforts fared?

(please include samples of all work)

6. Have you conducted any current research we should know about?

(please include all pertinent materials)

7. What additional research is needed?

(i.e. focus groups, questionnaires)

8. What additional information do we need to complete this assignment?

Please be sure to include:

1. A sample of the product, if possible
2. Past advertising/promotional efforts
3. Competitors' advertising/promotion efforts
4. All applicable research