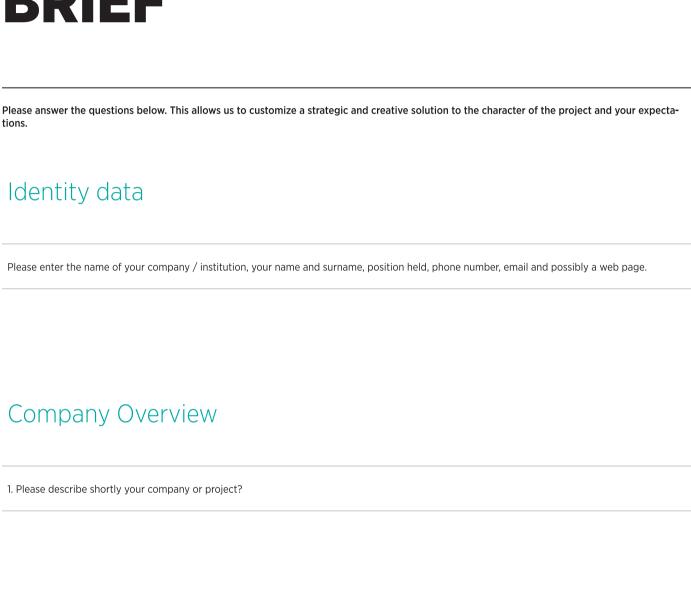
IDEAL DESIGNS





2. What is your desired brand image and personality. What should be the association with the brand?

IDEAL DESIGNS

BRIEF

3. What associations with the brand are the most undesirable?
4. What adjectives should describe the project (eg. prestigious, friendly, innovative, elegant, etc.)?
5. Who are your customers (present and potencial ones)?
6. Who is the target group of the company/project (eg. age, sex, education)?

IDEAL DESIGNS



7. Describe briefly your surroundings and competitions. What entities compete with you?
8. Are there additional issues to be taken into account when preparing a strategic and creative solution?