

Micro-content, ADVANCED package - CREATIVE BRIEF

Please, fill out the following questionnaire. In case you don't have a ready answer to a particular question, take a look at our useful [help pages](#).

For the creation of this micro-content (**a pack of 3 pieces**), we will need from you the following materials: company logo (vector file).

I. GENERAL INFORMATION

1. Contact person:

2. E-mail address:

3. Company name:

4. Company Website:

The following three questions will help us optimize our design for your brand.

5. Type of business:

/In what field does your company specialize? What is the product or service you offer? What is the main customer benefit? Resolution of a problem, achievement of a desired outcome or fulfillment of a need?/

6. Main consumer groups:

/Describe your customers in terms of location of residence, nationality, age, gender (if relevant), financial and educational status, lifestyle, values./

7. Brand personality:

/A brand personality is similar to a person's personality and is something your customers can relate to. Imagine your brand is an individual. What qualities/values would he/she have?/

II. CONTENT & DESIGN

1. Please, name your project (only a working title):

2. Do you target a narrower audience with this content than the general one of your brand?
Yes (What are the additional characteristics which narrow it down?)

No (Audience as described in question 6)

3. Will this micro-content be part of a particular marketing campaign?

Yes (describe its specific aims):

No

4. What is the intended aim for this micro-content?

- narrate your brand personality/ story
- draw attention to a specific topic
- promote a product or an event
- other:

5. Describe in more detail the topic, the product, the event or else, you had in mind from the previous question:

6. What is the straightforward message to your audience? (Example: Go buy our product!)

7. What way of communication of this message do you prefer?

- straightforward
- creative

The following two questions are optional, but the related info will help us optimize our design and copy for the intended purpose.

8. What is the appropriate ratio between emotional and logical appeals, when communicating your ideas through visuals?

EMOTION to LOGIC
[] to [] (choose from 1 to 10)

9. How should seriousness and humor relate to each other?

HUMOR to SERIOUSNESS
[] to [] (choose from 1 to 10)

10. The main visual style of this micro-content piece should be?

- corporate/ balanced
- artistic/ conceptual
- brave/ rich

11. Preferably, the visualization should include mainly:

- icons
- illustrations (hand-drawn by default)
- typography
- photographs

12. Do you have a brand style manual that should be followed for the designs?

No (Still, if there are some principles you would like us to follow, please list them below.)

Yes (Please attach the manual to your email to us.)

13. If you have any favorite designs similar to your vision for this micro-content, please attach them to your email or provide a direct web link. Explain what and which elements you particularly like about them.

14. Choose up to three web platforms you will publish your micro-content on:

(We will supply three corresponding formats of this micro-content. A cover visual counts for separate resizing.)

- | | | | |
|--|-------|-----------|-------|
| Facebook | cover | LinkedIn | cover |
| Instagram | cover | Pinterest | |
| Twitter | cover | | |
| Google + | cover | | |
| Other (explain and provide specific content sizes) | | | |

15. Would you mind this content to become part of our product portfolio on our website?

Yes

No

Please save this PDF file and send it to us via e-mail, accompanied by all additional materials promised along the way (company logo, brand style guide, exemplary designs). In case your files are too big to be sent via email, you could send them via We Transfer (www.wetransfer.com) or other similar file-transfer platform.