



## **Eclectic Tech, LLC - Creative Brief**

To be filled out by the decision maker(s) on the project.

**Eclectic Tech, LLC**  
3455 US Route 6  
Middletown, NY 10940  
(845) 820-0262  
Fax (801) 298-3923  
info@eclectictech.net  
Criss Ittermann

Contact

Company

Phone

Project name

PO Number

Briefly describe the project and how it will be used.

What is your objective for this project? Where do you want it to go?

What results are you looking for? How will you measure project success?

How should this project be perceived? What would you like it to say about you?

Does this project fit into your branding strategy and match your other materials?

Describe yourself and your company. What do you do? What is the company vision?

Please circle your preferences, cross out things you don't want to see.  
Feel free to use your own words.

Discuss your target market, their demographic, and how that may change over time.

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What methods of marketing have you tried? How well did they perform?

radio, tv, classifieds, press kits, direct mail, brochure, doorhanger, billboard, netbanner, pay-per-click, adwords, adsense, bus/shelter, taxi, subway, cable, satellite, point-of-purchase

Attributes that you use, or would like to use, to describe your business.

dependable, reliable, honest organized, established, traditional progressive, edgy, strong unique, original, entrepreneurial	enthusiastic, fun, friendly cutting-edge, high-tech, precise global, local, mainstream fast, serious, educated
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What distinguishing features do you look for in new hires?

entrepreneurial, reliable, educated, experienced, friendly, creative, intelligent

Who is your primary competition? What makes your company different?

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Describe your design style preferences.

minimal, natural soft, feminine, elegant masculine, kinetic, loud techno, dark, extreme youthful, juvenile, humorous	flashy, artistic, bright, ornate powerful, modern, corporate innovative, eclectic, unusual historical, retro, vintage
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Color preferences? Can you give examples of colors you like or dislike?

red, pink, orange, gold, yellow mint, green, pine, teal turquoise, blue, indigo, violet	white, black, silver, grey brown, beige
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Color palate? Can you give examples of combinations you like or dislike?

pastel, primary urban, fashion, bold, intense cool, warm	natural, earthtones, sky winter, summer, autumn, spring muted, historical, restrained
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Do you have anything else to add?

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