

Instructions: Communication Package

1/4

NAME _____ SURNAME _____

NATION _____ EMAIL _____

Fill in the following fields

Study of the identity of your company and of the naming:

1. Please indicate the company name (if any, or an idea you would like to start)

2. What does your company offer (products or services)? Indicate what your company offers.

3. Description of the product or service (what is, what is it for, who is your product / service for?).

4. What are your strengths?

5. What are your weaknesses?

TRY TO DESCRIBE YOUR BRAND

BRAND IDENTIKIT

Let's try to define how we want to communicate your brand.

Is your image in line with what your audience expects?

Will our interlocutor be attracted to you?

What is your personality?

On a scale of 1 to 10, how would you describe your brand?

Serius	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Playful
Mature	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Young
Cheap	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Expensive
Classic	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Modern
Complex	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Simple
Impersonal	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Personal
Female	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	Male

Preliminary analysis for the website: some questions for the brief

Fill in the following fields

1. How would you describe your business / product / service in a sentence?

2. Which three words best describe your business / product / service?

3. What makes you unique?

4. What distinguishes your business / product / service from competitors?

5. How would you describe the main users of your site? Who is your ideal customer?

6. What is the main purpose of your site?

Fill in the following fields

7. What is the primary focus of your website? Repeated visits over time or single short visits?

8. A user visits the web for 2 minutes: what are the three things (in order of priority) that must be considered - or which must be obtained in terms of information?

9. Who are the main competitors that comes to your mind?

10. Are there any sites that you like? (indicate url) Are there any sites you DO NOT like? Why? Are there any specific features that you would like to be INCLUDED?

11. Will the site have a contact form? (if you indicate the e-mail to which the messages should be sent). Indicate also the other information that must be present to contact you (telephone, time).
