Client interview: Commercial

Team name: _____ Date: _____

Client name: _____

Interview topics

- Goals and target audience
- Content
- Design requirements
- Distribution

Goals and target audience

Identify some immediate goals for your *commercial*.

_____

_____

_____

_____

Describe three long-term goals for your commercial.

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_____

Describe the primary audience for your commercial.

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Use a few adjectives to describe how you want the target audience to perceive your commercial. (Examples: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting-edge, serious, crazy.)

What should the commercial inspire the audience to do after they view it? (What is the “call to action?”)

Describe the *product or service* you are advertising.

What are the features, or “selling points,” of the product or service you are advertising?

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List some reasons why/how your audience will benefit from your product or service.

Use a few adjectives to describe how you want the target audience to perceive your product or service. (Examples: time-saving, efficient, tasty, easy-to-use, sleek, hip, cutting-edge, fast.)

Who or what is the primary competition for this product or service?

What is the single most important point you wish to convey in your commercial?

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Other questions for your client:

Content

Do you have content you want to reuse in this commercial? For example, you might have content from previous commercials, brochures, posters, websites, and so on. How will you get this content to the designers?

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Can you give examples of the content or “selling points” of a commercial for a similar product you found especially successful? Why do you like this commercial?

What contact information do you want to include in your commercial, if any?

Other questions for your client:

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Design requirements

Should certain organization colors, fonts, graphics, or logos be included in the video? Describe these. Can you provide them?

Describe the content of commercials you like. Do they feature only the product or service itself, people using the product or engaging in the service, animations, or other kinds of content?

Other questions for your client:

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Distribution

How will you distribute your commercial?

If there is a version for the web, what video format does your web developer prefer—HTML5 video, Flash video, or other? Will the web site need any dynamic (interactive) components? Some web commercials use Adobe Flash or Javascript to add interactivity. Describe the desired interactivity.

What resolution and format does your video require? Describe any other requirements for the video component.

How long do you expect to use this commercial?

Other questions for your client:

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