Client interview: Advertisements

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 advertisement.

_____

_____

_____

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Describe three long-term goals for your advertisement.

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_____

Describe the primary audience for your advertisement.

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

What should the advertisement 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 advertisement?

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Other questions for the client.

Content

Do you have content you want to reuse in this advertisement? For example, you might have content from previous advertisements, 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 an advertisement for a similar product that you found especially successful? Why do you like this advertisement?

What contact information do you want included in your advertisement, if any?

Other questions for the client.

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Design requirements

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

Are there any colors or fonts you don't want used on this advertisement?

What are some advertisements you like? Describe the *design elements* you like about each advertisement, such as colors, layout, fonts, and other design elements.

Describe the *content* of advertisements 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?

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Other questions for the client.

Distribution

How will you distribute your advertisement?

If the advertisement is printed, will you mail the printed piece? Publish it in a newspaper or magazine? If so, where? Are there size requirements?

If you will have a static web version, what kind of connection speed will your target audience have? What size limitations should be considered (dimensions and resolution)?

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If you will have a static web version, will you distribute it as a banner ad?

If you will have a static web version, will you distribute it via email?

If you have a version for the web, will it need any dynamic (interactive) components? For example, some web advertisements use Adobe Flash or JavaScript to add interactivity. Describe the desired interactivity.

If you have a version for inclusion in a video, what resolution does your video require? Describe any other requirements for the video component.

How long do you expect to use this advertisement?

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Other questions for the client.

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