CLIENT DISCOVERY QUESTIONNAIRE

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Fill what is relevant, Skip if unsure

SECTION 1 — UNDERSTANDING YOUR BRAND

1. What is the **name** of your brand?

   _____

2. Describe your brand using **five keywords**:

   _____

3. What **emotions or ideas** do you want your visuals to evoke?

   _____

4. List **three words** that define your brand's **tone or philosophy**:

   _____

5. Who is your **primary audience or customer**?

   _____

SECTION 2 — EXPLORING YOUR VISION

6. What is the **purpose** of this project? (check all that apply): ☐ **Campaign** ☐ **Editorial** ☐ **Lookbook** ☐ **Social Content** ☐ **Brand Refresh** ☐ **Other**:

   _____

7. What **message or feeling** should the visuals communicate?

   _____

8. What **product or collection** should be highlighted?

   _____

9. What **story, theme, or concept** would you like to explore visually?

   _____

10. How should your product **feel in imagery**?

    _____

SECTION 3 — VISUAL PREFERENCES & DIRECTION

11. Share any **visual references or inspirations** (links or attach images):

    _____

12. Are there any **visuals or aesthetics to avoid**?

    _____

13. What **settings or environments** feel most natural for your brand?

    _____

SECTION 4 — PRODUCTION DETAILS & OUTCOMES (Only answer If a specific is known)

14. **Number of final images required**:

_____

15. **Motion assets** needed? ☐ Yes ☐ No If yes, please describe:

_____

16. **Aspect ratios or formats** required: ☐ Social ☐ Print ☐ Website ☐ Other:

_____

17. **Target launch or campaign date**:

_____

18. **Ideal shoot date(s)**:

_____

SECTION 5 — BRAND OPERATIONS

19. **Primary contact / decision maker**:

_____

20. **Role or position**:

_____

21. Existing **brand guidelines or colour references**? ☐ Yes ☐ No If yes, attach or link.

22. **Estimated budget range**:

_____

23. Are you seeking: ☐ **One-time project** ☐ **Ongoing collaboration**

24. **Frequency** of new visual releases (monthly / quarterly / seasonal): _____

SECTION 6 — BRAND PHILOSOPHY + VALUES

25. What does your brand **stand for beyond aesthetics**?

_____

26. How do your **materials, processes, or values** shape your visuals?

_____

27. What **dualities** define your brand identity?

_____

28. What should the visuals **say that words cannot**?

_____

Additional Notes:

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