



Digimax Creative  
Providing High-Impact  
Promotional Material

# CREATIVE STRATEGY//

## Getting To Know Your Audience

**Client Name:** Your answers to the following questions below will influence the overall look and tone of the project. By completing this form, you will find out what image you want to project and the type of reader you want to attract.

**Transaction ID:** What are you are promoting?

**Date:** Purpose of your publication (Inform, motivate, persuade?)

What actions do you want your readers/viewers to take?

Which audience category you are trying to reach?

- |                 |                      |                     |
|-----------------|----------------------|---------------------|
| Children (3-8)  | Teenagers (15-18)    | Adults (26+)        |
| Preteens (9-14) | Young Adults (19-25) | Mature Adults (60+) |

Where will your readers/viewers encounter your publication?

What should the tone of your promotion be? **\*Important**

- |                  |                   |                      |
|------------------|-------------------|----------------------|
| Elegant & Formal | Rugged & Tough    | Mature & Established |
| Sleek & Sharp    | Lush & Natural    | Other                |
| Hip and Trendy   | Clean & Corporate |                      |

What is the most important point to be communicated?

Identify key words or phrases that summarizes your material.

Client Signature: