



CIGMA MEDIA

VIDEO AUDIO VOICEOVER

Pre-Production Project Questionnaire

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Audio & Video Production from VoiceActing, LLC

Contact Name: _____ Date: _____
 Company: _____ Phone: _____
 Address: _____ Best time to call: _____
 _____ Email: _____
 City-State-Zip: _____ Website: _____

Please complete this form with as much detail as possible. This is the starting point for your project. We will be calling to arrange a convenient time to interview you so that we can develop a better understanding of your business and marketing needs.

Referred by (Associate Producer) _____

What is your business category?: _____

Type of business: Retail Service Online Other: _____

How long in business?: _____ How many locations?: _____

How many employees/staff?: 1-5 6-10 11-20 21 or more

What methods of advertising do you currently use?

Email Direct Mail Website Telemarketing
 In-store flyers Facebook Twitter Linked-In
 Radio Television Video In-store Annc
 Blog/Newsletter Other: _____

Of your current advertising, which do you consider to be the most effective?

What methods do you use to determine the effectiveness of your advertising?

Describe your customers:
(include things like age range,
gender, life style, income level,
etc.)

Describe your primary
products or service (please
use general terms, not a list of
products):

What problem, concern or
need does your business
solve for your customers?:

List at least four or more
benefits for customers using
your business or services:

List three businesses that you consider to be your primary competition and at least one reason why:

List three things that make you different from your competition:

In a sentence or two, please describe why customers should purchase your products or service or do business with you:

Do you have a logo graphic?:
(If "yes," please send your logo at 300dpi minimum to info@cigmamedia.com)

Yes No

Do you have a musical jingle or theme?
(If "yes," please send as an MP3 or .wav file to info@cigmamedia.com)

Yes No

Do you have a mission statement, positioning statement or slogan? If so, please write them here:

Thank you for taking the time to complete this questionnaire. The information you have provided will be extremely helpful as we develop your project.

Please click the SUBMIT button below to send this form to our pre-production team.

Or print, scan and email to info@CigmaMedia.com.

We look forward to working with you.

If you have any questions, you can reach us at info@CigmaMedia.com or by phone M-F, 10am-5pm Pacific Time at 858.484.0220.

The Cigma Media Production Team