

GETTING STARTED...



The ADVANTAGE

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Please take a few moments to complete our "Getting Started" survey. Your input will give us valuable information about your company and objectives and let us hit the ground running to provide you the most effective customer service from day one. It's also intended to help clients organize their own ideas and objectives and make the process of Getting Started as efficient and comfortable as possible.

To complete this form simply fill out the fields directly in Acrobat and email as an attachment to info@paragoncg.ca (remember to save a copy for your own reference).

Completion of this form or any part of it is entirely voluntary. If you are uncomfortable with, or feel any portion of this form is not relevant to your situation please feel free to skip over it. Any information provided will be considered strictly confidential and will not be shared with any other party.

TELL US ABOUT YOURSELF

First Name	<input type="text"/>
Last Name	<input type="text"/>
Position	<input type="text"/>
Company	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>
Address	<input type="text"/>

What are your annual sales?

- Less than \$1 Million
- \$ 1 - 10 Million
- \$ 10 - 100 Million
- \$ 100 Million +

What products and services does your company sell?

Tell us more about your company...

WHAT CAN WE DO FOR YOU?

Below is a list of common services we provide. Don't see what you're looking for, don't worry... this is just a small selection of the many services we can provide.

ADVERTISING

- Signage/ Point of Purchase displays
- Print Advertising
- Web/Email advertising
- Television advertising
- Direct Mail
- Tradeshows
- Brochures

Other:

BRANDING

- Complete Brand Creation
- New Name/Naming Process
- Logo/Brand Graphics
- Stationary Package
- Marketing Package
Ad sample, Poster Sample,
Brand Standards Guide

PACKAGING

- Paperboard Folding Carton
- Clear Folding Carton
- Blister Pack
- Clamshell Pack
- Paperboard/Corrugate Tray

Other:

MERCHANDISERS

- Counter/Shelf
- Floor
- Pallet
- Sidewinder

WEBSITES

- Basic Static Site
- Client Editable Site with
Content Management System

Have something else in mind, tell us about it...

MARKETING SURVEY

The following questions are designed to help us understand your company's position in the marketplace, the strength of your competition and the current state of your marketing and branding. Clients may also find this exercise very helpful in defining their own needs and objectives moving forward.

Which of the following best describes the strength of your position in the marketplace?

Market Leader	Very Strong	Strong	Fair	Weak	New Product/Service
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Describe why you believe customers should buy your products or services? How are you different from your competition? *(Consider points such as quality, price, features, availability - What is your edge?)*

Who are your major competitors? How effective is their branding & marketing as compared to your own?

	Less Effective	About the Same	More Effective	Much More Effective
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How do you feel about your company's current branding/identity?

We haven't created a brand/identity.

	Agree	Neutral	Disagree
Our branding effectively represent our products and services, core values and corporate vision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our branding is recognizable and helps differentiate us in the market place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our brand is well known and helps to drive awareness and sales of our products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our branding is effective but needs greater promotion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MARKETING SURVEY

The following questions are designed to help us understand your company's position in the marketplace, the strength of your competition and the current state of your marketing and branding. Clients may also find this exercise very helpful in defining their own needs and objectives moving forward.

How would you rate the overall quality and effectiveness of your company's marketing efforts?

Excellent	Very Good	Good	Fair	Poor	No Marketing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your company's experience and knowledge of marketing?

Excellent	Very Good	Good	Fair	Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What types of marketing promotion have you engaged in to date? *(i.e. branding, advertising, promotions, packaging/merchandising, websites, any attempt to promote your products and services)*

How would you rate your performance in the following areas?

	Excellent	Very Good	Good	Fair	Poor
Development of consumer promotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of sales support materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectiveness with retailers and distributors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduction of new products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduction of new packaging/merchandising.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving customer satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting company brand/image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What are your short term sales/performance goals? What types of marketing/promotional initiatives do you feel could help achieve these?

MARKETING SURVEY

The following questions are designed to help us understand your company's position in the marketplace, the strength of your competition and the current state of your marketing and branding. Clients may also find this exercise very helpful in defining their own needs and objectives moving forward.

What are your longer term sales/performance goals? What types of marketing/promotional initiatives do you feel could help achieve these?

How would you rate your previous experiences working with marketing/creative agencies?

Excellent	Very Good	Good	Fair	Poor	None
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What can we do to improve upon this?

Anything you would like to add? We want to know what's important to you...



Thank you for taking the time to fill out this survey. We appreciate your interest in Paragon Creative Group and look forward to the opportunity of doing business with you.

When complete please save this form and email as an attachment to info@paragoncg.ca. We will carefully review your answers and contact you to schedule a meeting to discuss your marketing needs further.