Ziyaad Parker

Wizcreator

whiteboard animation Questionnaire



Compulsory Questions are marked with an asterisk (\*)

* Please try and answer all the questions as best as you can, this will help us in determining your needs.
* Please leave blank if you are unsure or do not understand.

**\*** Name and Surname **\***

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**\*** What is your website address and / or name of business? **\***

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**\*** Email address **\***

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**\*** Contact number **\***

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Is this the first time you are creating an animation video?

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What type of industry is your business in? (Oil and gas, financial, consulting, marketing, retail, hospitality, education, health, motor, etc)

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How many videos are required? What is your budget for the videos?

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**\*** Give a brief outline of your business, product and/or service. **\***

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**\*** What is the purpose of the video? **\***

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**\*** What is the current problem / or issue of concern that you want to be addressed? **\***

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**\*** What is the solution? **\***

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Who is the target audience and what do they need to understand?

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| Business Titles | Age Group | Sex | Race | Religion |
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Please describe how your target audience behaves. What are they currently thinking? What do they like? What are their biggest fears? What do they want to achieve?

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What does the audience need to do once they understand the video? How do you want the audience to feel? (Do you want them to buy your product? Call a phone number? Register on your website? etc)

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What will your target audience gain? List the benefits in order of importance.

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**\*** What are the main key points or keywords that must be communicated? **\***

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**\*** Explain the ideal video in detail. **\***

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What is needed to be put at the start of the video?

What is needed to be put in the middle of the video?

What is needed to be put at the end of the video?

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| --- | --- | --- |
| Start | Middle | End |
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Please add links to animation videos that are good examples. Please explain the interesting parts of the videos and reason for choosing them.

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| Links | Interesting part of the video |
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What colors are preferred for the video? The best colours for whiteboard animation is black and white with a splash of red.

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What is the value proposition? What is your unique selling proposition? Why should prospects listen to you? What makes your product or service different than everything else out there?

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How will the video be distributed? List all that apply.

(YouTube, Digital Signage, Mail Outs, Website, Product Website, Conferences, Word of Mouth, Trade Shows, Networking, Presentations, Private Meetings, Classified Adverts, Testimonials, Radio, Television, Internet Ads, Newspapers, Brochures, or other)

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Is there anything difficult to pronounce in your animation? If so, please spell phonetically here:

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Do you want the whiteboard animation video to be story-based or a direct marketing message?

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What animation style are you most interested in? (Cartoon or Stick-Figure style)

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Is there any type of clothing that you might prefer to have? (Professional/business or casual style)

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Any additional comments?

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