



## ADMAGINATION QUESTIONNAIRE

1. What is the nature of your business product, service or event? Briefly describe some of your company's attributes:
2. Is there an existing slogan or "hook" for the business? If so, please write it below. Include any other unique sayings that have been associated with the business:
3. What are the basic demographics that are currently attracted to this business? (age and gender) Are you trying to reach a new demographic? If so, indicate that group:
4. What is the complete name for the company?:
5. What type of jingle do you envision for your company's musical identity?:
  - a) Comedy
  - b) Slow and touching
  - c) Fast, upbeat, showy
  - d) Bold and patriotic
  - e) Rock and Roll
  - f) Country
6. What are the musical styles of the radio stations you will typically be advertising on? (ie., Top 40, Country, Rock and Roll, Adult & Contemporary, Classical, Oldies etc)
7. Name some of the favorite musical artists of the decision makers within the company:
8. Briefly describe, using some of the above question formats, your competitor's jingle(s):
9. Have you ever had a jingle before? If so, briefly describe it's style and most importantly, it's impact on your business:
10. Is your company's product, service or event seasonal? If so, what are the season(s)

**Email to:**  
tom@admaginationstudios.com

**Fax:**  
(call 208-286-7664 first)

**Mail to:**  
Admagination Studios  
2663 N. Blue Springs Ave.  
Meridian, Idaho 83646