

# L&R's "RIGHT MUSIC" CREATIVE SURVEY

1. The name of your business: \_\_\_\_\_  
(as you would like it sung)

2. Your business's product line/services: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What year was your business established? \_\_\_\_\_

4. Does your business have an existing slogan line? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what is it? \_\_\_\_\_

5. How do you perceive your business's image? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. How do your customers perceive your business? \_\_\_\_\_  
\_\_\_\_\_

Friendly _____	Knowledgeable Staff _____	Expensive _____
Inexpensive _____	Good Value _____	Location _____
Low Quality _____	Medium Quality _____	High Quality _____
Selection _____	Merchandising _____	Convenient _____

7. Your customers demographic profile \_\_\_\_\_  
Age Group \_\_\_\_\_ Male/Female \_\_\_\_\_

8. Your customers psychographic profile \_\_\_\_\_  
Average household income \_\_\_\_\_  
Education Level \_\_\_\_\_ Other pertinent characteristics \_\_\_\_\_

9. Who is your competition? \_\_\_\_\_  
\_\_\_\_\_

10. What sets your business apart from your competition? \_\_\_\_\_  
\_\_\_\_\_

## *L&R Productions, Inc.*

87 Church Street, East Hartford, CT 06108  
(860) 528-5177 Fax: (860) 291-9341  
E-mail: LR@LandRProductions.com