



BRAND QUESTIONNAIRE

CLIENT:
DATE:



THE IMPORTANCE OF A BRAND

Simply put, a brand is a promise- A promise of consistency, quality and service, that provides a preference for one brand over another.

A brand is a short cut for decision-making.

A brand is an asset, which adds financial value.

Brand Drivers are all points of communication – logo identity, environment, corporate literature, interior design, advertising, packaging, signage etc.

Creating a clear and consistent brand for your product or service provides a set of brand rules helping to build a trusted and recognisable identity.

OBJECTIVES OF THE QUESTIONNAIRE

- To gain a clear understanding of the business for brand architecture
- To learn more about your offer, your audience and your objectives to establish the most effective creative strategy



BRAND QUESTIONNAIRE

1. Describe how, when & why the business was formed?
2. How would YOU describe the business to someone who doesn't know why your company was formed and what you have to offer?
3. What is the main core offer that defines your business?
4. Is there a single phrase that sums up the essence of your new business?
5. Is there a parent company, partners, affiliates or associates? If so, what is the company's relationship with these other businesses?
6. What are the strategic objectives for the short term (what you want to achieve in the next twelve months) and long term?
7. What are your biggest challenges?
8. Describe what you think should be your corporate philosophy and character of the business?
9. Describe who your target audience will be and what you think they will want to feel when dealing with this new business.



MARKET POSITIONING

1. Do you have competitors who have produced marketing literature that you like?
2. What are the strengths and weaknesses of your business?
3. Who are your partners/what types of customers do you want to attract.
4. Demographics, E.G. Geographic, demographics, industry sector, languages, age demographic, etc.
5. Who are your main competitors? (List the top three first).
6. How do you see your positioning being different from that of your closest three competitors? What is your USP?



EXTERNAL IMAGE

1. What, in your opinion, should be the image amongst your key users?
2. If the company was a car, what type of car would it be and why?
3. What three qualities or values should your image convey?
4. How local should the brand be? How international? And why?
5. What colour(s) do you feel is/are appropriate for the corporate brand?
6. Which competitors/market players (within your industry sector) do you think, have the least impact/least memorable brands and why?
7. Which competitors/market players do you think have the most impact/memorable brands and why?
8. Are there any corporate brands outside of your industry that you think are memorable, and why?