



CORPORATE BRANDING & WEBSITE DEVELOPMENT

BRANDING QUESTIONNAIRE



BRANDING QUESTIONNAIRE

CORPORATE IDENTITY

1. How is your company structured?

2. How is it managed?

3. How has your company evolved over the past 5-10 years?

4. What trends are affecting your industry and how are you anticipating them?

5. How do you sell your products or services?

6. What does your company do well?

7. What does your company do not so well?

8. Who are the important publics (i.e. investors, customers, prospects, communities, etc.)?

9. How does your company currently communicate with them?



CORPORATE IDENTITY

10. How does your company's existing graphic identity support management's vision?

11. Is that identity distinct from the competition?

12. Is your company's identity communicated consistently and cohesively?

13. Does your company have specific communications objectives?

14. What are they and how has the current identity program been meeting them?

15. What has motivated you to redefine or redesign your company's identity?

16. What do you hope to achieve with a new identity program?



CURRENT SITUATION

1. Who are your key customers and where are they (current and prospective)?

2. What are their problems, needs and wants?

3. What benefit can your company provide these customers that they can't obtain elsewhere?

4. Where are you now? Where do you want to be in 1 year, 3 years, 5 years and beyond?

5. Why do you want to be there?

6. What problems must you overcome to get there?

7. What methods, tools and strategies are now being used to get there?



CURRENT SITUATION

8. Who are your (key) competitors?

a. What is your assessment of their apparent goals and strategies relative to their product characteristics?

b. Pricing?

c. Distribution?

d. Service?

e. Communication with their customers and other publics?

f. Strengths?

g. Weaknesses?

9. Is there any current marketing research available?



BRANDING QUESTIONNAIRE

ADVERTISING /COLLATERAL SPECIFIC

1. What new and existing products are to be sold?

2. What are the forecasted sales volumes and goals for each product?

3. Where are the products now in relation their lifecycle (inclining or declining)?

4. What are the most important factors in a customer's decision to buy your products or services?

5. What are the characteristics of your typical customer (customer profile)?

6. How are leads generated by sales associates?

7. How are inquiries handled?

8. What is the geographic scope of your current advertising/promotion effort?

9. What are the Advertising/Sales Promotion/Collateral systems are now in use?



PROJECT SPECIFIC

1. Have you ever worked with a website or graphic designer?

2. What is the budget for the project?

3. If the audience could come away with just one thought about your company/product/ service what would that be?

4. Two thoughts?

5. Are there existing visual assets (photos, copy, illustration, etc.)?

6. Does the project require photography or illustration?

7. Are there particular logos, graphic or colors?

8. What are the restraints of the project?



PROJECT SPECIFIC

9. Is there any competitive literature available?

10. Are there similar existing pieces that you like or find interesting?

11. What key factors differentiates your company from your competition?

12. What is the timeline/schedule for the project?

13. How will the project be distributed?

- Mail
- Handout
- Internet
- Other

14. Who is responsible for approvals?

15. What would constitute a successful project? What are the expectations.



PERCEPTION

1. Use three adjectives to describe how the company should be perceived by the audience.
(examples: conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional)

2. Is this different than current image perception?

3. What do you feel is the biggest challenge in getting this image across to customers?

4. How is your company currently perceived? Do you wish to carry the same kind of message through this project or campaign?