BRAND AWARENESS QUESTIONNAIRE

THE PRIMARY GOAL OF THIS QUESTIONNAIRE IS TO HELP **YOU** IDENTIFY **YOUR** PERSONAL PREFERENCES AND GOALS. YOU MAY USE THIS AS YOU WISH, FILLING IN ONLY WHAT APPLIES TO YOU. THIS CAN BE KEPT PRIVATE AS AN INTERNAL EXERCISE OR WE'D BE HAPPY TO REVIEW AND DISCUSS.

1. ABOUT YOUR COMPANY

Let's start with the basics.

    a. Business and product/service description

    b. Years in business

    c. Location(s)

    d. Product necessity

    e. Origin story

2. ABOUT THE PEOPLE

Let's get ~~personnel~~ personal.

    a. Who are your Core Team Members?

    b. Do you use traditional or untraditional titles?

    c. Total number of current employees?

    d. Are you actively recruiting or looking to grow your team?

    e. Aside from skills and education, what would you consider the top 3 qualities or attributes in choosing your team?

    f. How would you best describe your overall culture?

    g. How would you best describe your overall management style?

3. WHO YOU WORK WITH

Think dream clients!

    a. Who are your CURRENT customers/industries?

    b. What are your customers' biggest pain points?

    c. Who are your direct competitors?

    d. What do you feel sets you apart from your competitors?

    e. Why should your target audience choose your product or service above your competitors?

    f. Are there any audiences you aren't currently reaching that you want to reach with your brand?

4. BRAND REVIEW

Your brand is more than your logo but tell us about that too.

    a. What *do* you like about your current brand identity?

    b. What *don't* you like about your current brand identity?

    c. What's the story behind your current brand?

    d. Can you name a few examples of brands you admire? These may or may not be in your industry.

5. LOOK AND FEEL

Tell us what you like, what you really, really like (and don't).

    a. Are there websites or elements from other websites (on any topic) that you like and why?

    b. Do you have a preferred color palette: bold, warm, cool, neutral?

    c. Do you have a preferred font or typography: serif, sans serif or **bold**?

    d. If you plan to use stock photography, can you provide a list of descriptions or mood that best describes your desired aesthetic (example: modern architecture, fashion, yoga, relaxing, bold, moody, bizarre, etc.)?

6. PRIORITIES

This exercise can be useful in a variety of applications. Why are you doing this now?

    a. We are just getting started and want help thinking through our brand identity.
    b. We've been in business for a few years and want to make sure we are still on the same page.
    c. We are considering a change to the structure and outlook of our business.
    d. We want to increase our web presence and Google ranking.
    e. We need to modernize and reorganize web content to improve overall UX (user experience).
    f. We want to increase sales and conversions.
    g. We just really like to answer questions.

7. LOGISTICS

Understanding roles and responsibilities of this project.

    a. Who is the key decision-maker on your team?
    b. What does the approval process look like?
    c. How do you prefer to communicate?
    d. What are the expected deliverables for this project?
    e. What is the budget for this project?
    f. What is the expected timeline for this project?