

FRANKBRANDS

This is our brand identity
design questionnaire

Below you will find a questionnaire which is the first stage of logo identity development. It is meant to help gather information about your business for the development process.

Please try to give accurate, thoughtful and detailed replies to the questions. Your replies will help us gain valuable insights on your company, the business you conduct, and your customers, as well as your taste and personal preferences.

Your replies will help us formulate goals your new logo will be required to achieve and also design the very best strategically positioned logo.

THE BENEFITS OF DISCOVERY

The Discovery Process organizes all of the business goals & requirements as well as brand considerations into a single document. It enables successful collaborations, and helps yield targeted solutions to reach your audience with laser precision.

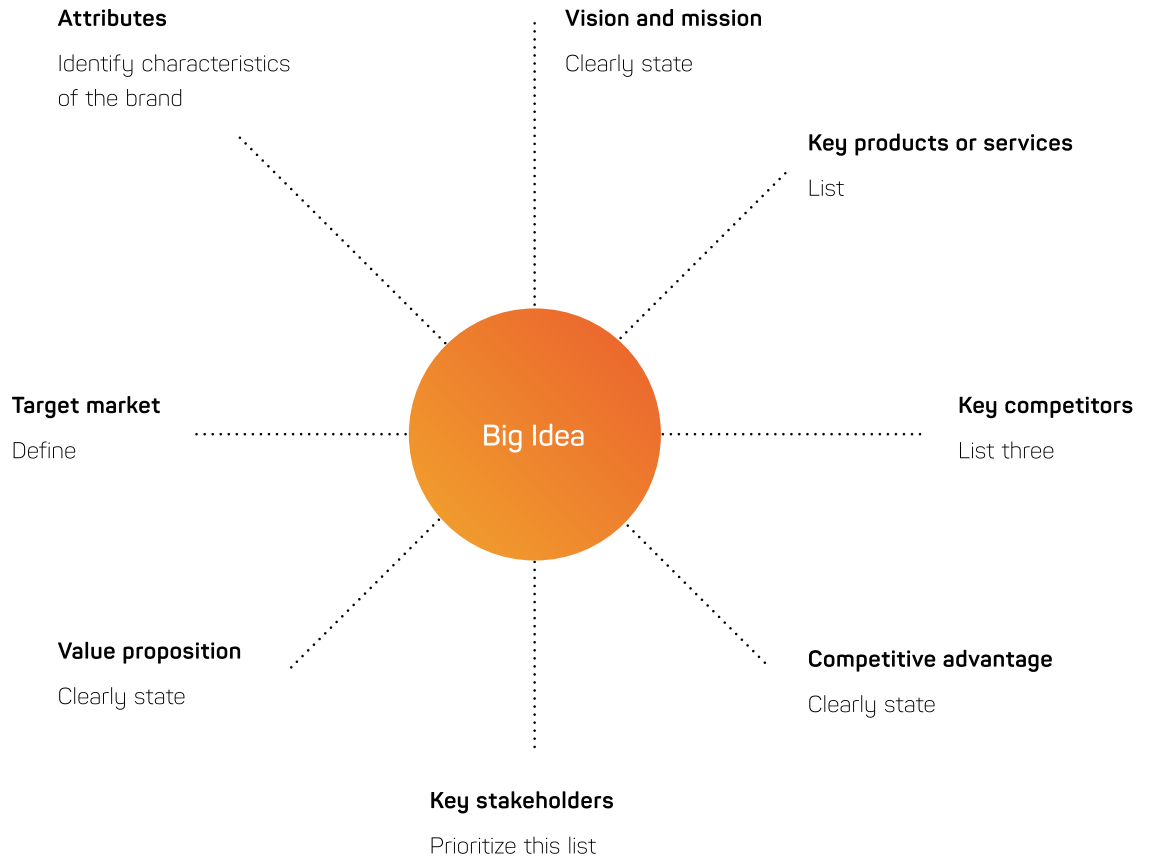
Answering the questions below will offer insight into your strategic and business goals, help us both determine a logo direction that fits your company, and most importantly, one that speaks directly to your customer.

Skip any questions that clearly do not pertain to your needs, but please answer as many questions as possible. The more you share, the better job I can do for you.

Thank you!

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BRAND BRIEF SCHEMATIC



THE BRAND PROCESS



CREATIVE STRATEGY - CLIENT QUESTIONNAIRE *page 1 of 6*

The brand design questions will provide your organisation with the strategic foundation for your future marketing communication. The results will help deliver an intimate understanding and prioritisation of your target audience, assist you with developing the optimal offer and provide a creative and campaignable platform for communicating with your customers and prospects.

VISION

Why does <company/brand name> exist? What is its essential purpose?

What motivates and inspires your employees to work for, and remain loyal to, your organization?

What is your organization striving to become?

What is the most important, long-term goal that engages and challenges your entire team?

VALUES

What are the fundamental beliefs and principles that stand the test of time and guide your organization's behavior?

CONCEPT

What the exact business that are you in?

What is the business concept or rationale behind <company/brand name>? Why is this important?

What is your overriding mission?

Why do you think you're a player in the business you're in?

DIFFERENTIATION

What is the one thing that makes your organization unique in this market?

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How do you separate yourself from the pack?

What words or attributes would you use to describe your organization? Rank them in order of importance.

In which category are you first, or would like to be first?

If you could own one exclusive word in your customer's mind, what would it be?

Are there any misconceptions about your business that you'd like to see changed?

Who are your main competitors? Rank them in order of market importance/influence.
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What are their respective core strengths?

Are your competitors positioning themselves in a particular way? What claims are they making?

What are your competitors' core weaknesses? In what ways are they vulnerable?

What do you promise and deliver on?

BENEFIT

What are your organization's core strengths and advantages? Rank them in order of importance.

How do you define quality?

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What are the benefits of doing business with your organization? Which benefit is most important? Why?

What are the benefits of your product/service? Which benefit is most important? Why?

Are any of these benefits unique to your organization and product/service?

Do you stress any attributes or benefits that your competitors do not?

What are your company's core weaknesses? What are you doing to address or overcome them?

MOTIVATION

Who "purchases" your product/service? Describe your typical types of customer.

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What motivates your clients to buy your product/service?

What are their main concerns or hot buttons?

Who doesn't buy your product/service at this time - that you would like to?

What are your potential clients main objections to your product/service at present?

Why do potential customers buy from your competition? What are they offering?

How does your price compare with the market leader?

PERCEPTION

Do you have a Tag line? (Unique Selling Proposition.) It is typically expressed as: Only (name of your brand) delivers (relevant differentiated benefit) to (target customer) i.e. Nike "just do it"

Brand Personality is the description of your brand as if it were a person. List some key adjectives to describe how the company should be perceived by the audience. (e.g. conservative, progressive, friendly, formal, casual, dependable, traditional, established, edgy, strong, enthusiastic, unique, high-tech, integrity, fun, serious, energetic, humorous, professional etc.)

List the websites of 5 of your most direct competitors

List the websites of 5 companies or brands in any market that you really admire and aspire to

Please add any info, opinions and insights that may help define your new brand identity more clearly

THANK YOU
