

**GOODWORKSMEDIA**



# Identity and Branding Questionnaire

## Introduction

An organization’s brand communicates everything; what they do, how they’re unique, and so on. It’s a solid fact that consumers make decisions based on the emotional alignment of a brand, to who they are as a person. It’s our goal, to give your organization a brand with just this type of alignment. But, in order to do so we need information. In this document, you will find 10 questions – some easy, some hard. Please answer each with brutal honesty, and don’t hesitate to add anything beyond what we’ve asked.

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Company/Organization

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Name

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Title

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Date

## The Big Questions

What you're about and how you communicate it.

1. Please describe your organization if it was a person. Tell us things like: age, clothing, type of car, lifestyle, man or woman, scent, and anything else you think is important.

2. Who is your target audience? Please describe demographics such as age range, lifestyles, buying behavior, attitudes, and so on.

2. How do your customers perceive your organization? If there's any primary data on this, please note it here.

3. In an ideal world, how would your customers perceive your organization?

4. What makes your organization and its products/services different from similar offerings in the marketplace?

5. How do you currently communicate this difference to consumers?

6. What is the greatest hurdle in trying to communicate this?

7. Who are your top competitors? Please list their names and URL's.

7. Please describe the weaknesses of your current branding/identity? The more details here, the better.

8. Is there branding, from other organizations, you find compelling? If so, please list the organizations.

9. What branding have you seen that just rubs you the wrong way? Please list the organizations.

10. After we create new branding, do you need us to help with the implementation? For example, putting the new logo up on your website or updating collateral.