

# Brand Survey

IDENTIFYING THE LOOK AND FEEL  
OF YOUR BRAND

# Brand Survey

## YOUR BACKGROUND

- How and when did your company get started?
- How did you come up with your business name?
- Why are you in this business?
- Why are you REALLY in this business? (what is your driving force)
- Why does your business matter to you?
- What is your ideal scenario of your business being successful?

## YOUR BUSINESS

- What services and products does your business offer?
- What do you offer that no one else does?
- What have you been really good at doing for your business so far?
- What have you been not so good at?
- What are your top three strengths and weaknesses?
- What are the top three highlights of your services or products?

# Brand Survey

## YOUR CUSTOMERS

- How would you describe a typical customer?
- Why does that customer come to your business?
- Why should those customers buy from you instead of someone else?
- Who is your ideal customer?
- What adjectives would your customers use to describe your business?
- What kinds of customers do you want to avoid?
- How technically savvy are your customers?
- What would a happy customer say about you?
- What would an unhappy customer say about you?
- What are the top three services/products/items your customers request?
- What would you like your customer to remember the most?
- Age range of your target customer base

# Brand Survey

## YOUR EMPLOYEES

- How would you describe your typical employee?
- What qualities do you value most in your employees?
- What would a happy employee say about you?
- What would an unhappy employee say about you?
- Do your employees share your company values and goals?
- Have you ever shared your company values and goals with your employees?
- What do you want your employees to remember the most about working at your place of business?

## YOUR INDUSTRY

- Who are your closest competitors?
- What do some of your competitors do better than you?
- What do you do better than your competitors?
- How do you compare with your competitors?
- Who are some businesses within your industry that you admire?
- Who are some businesses outside your industry that you admire?

# Brand Survey

## YOUR BUSINESS STYLE

How do the following words best describe the style of your business (select the left OR right option for each row)

TIMELESS

OR

FASHIONABLE

AMUSING

OR

SERIOUS

CASUAL

OR

FORMAL

DISCREET

OR

AGGRESSIVE

HI-TECH

OR

HOMEMADE

CONTEMPORARY

OR

VINTAGE

CLEAN

OR

ORNATE

# Brand Survey

**If your business were a person, you would be a...**  
**(pick ONLY two)**

EXPLORER who lives always seeks to change the environment.

DEFENDER who wishes to protect others through service.

THRILLSEEKER who achieves rewards through great risk.

ACHIEVER who proves yourself through amazing acts.

TRADITIONALIST who believes in old-fashioned values.

NURTURER who helps others feel loved by providing for them.

ARTIST who creates things of enduring beauty and value.

PHILOSOPHER who helps people understand things from a different perspective.

MOTIVATOR who likes to get people excited about a cause.

RULER who leads people to a common destination through confidence and determination.

MAVERICK who enjoys achieving freedom from the establishment through nonconformity

# Brand Survey

Like which of the following companies would you like your business to aspire to be?  
(pick ONLY two)

North Face, Pier One, Jeep, Subaru

U.S. Army, Greenpeace, Dial, Band Aid

X Games, Mountain Dew, Carnival Cruise Ships

Nike, Ford, Adidas, Under Armor

Old Spice, Wendy's, Procter & Gamble, Wells Fargo

Campbell's, Pampers, Volvo, Johnson & Johnson

Walmart, Lowe's, Walgreens

IKEA, Google, Apple, Dove

Victoria's Secret, BMW, Godiva, Versace

# Brand Survey

## YOUR CURRENT LOGO / WEBSITE / MARKETING COLLATERAL

- What is your favorite thing about your current logo, website, or marketing collateral?
- What is your LEAST favorite thing about your current logo, website, or marketing collateral?

## YOUR GOALS

- What do you hope to accomplish with your new branding and marketing materials?
- What is your greatest fear on taking on this project?