



## WOOSTER CREATIVE BRANDING QUESTIONNAIRE

We want to help you capture your brand identity. To do this, we aim to clearly understand your ideas and vision. Please fill out this questionnaire, making sure your answers are honest and direct. If you find a question hard to answer, feel free to skip it.

Our branding questionnaire may reveal a vibrant identity, or it can illuminate problems – like a lack of focus. No matter the outcome, answering our questions helps you gain a clear understanding of what you're looking for, defines your brand, and enables us to bring your project from concept to completion.

If you work with others, we recommend completing this questionnaire **alone first** then as a group. When you're satisfied the questionnaire clearly describes your branding ideas, email it to [info@woostercreative.com](mailto:info@woostercreative.com). After we review it thoroughly, we'll contact you to discuss creating a unique solution tailored specifically for your vision, your business, and most importantly – your customers' needs.

### WHAT MAKES A GOOD BRAND?

A good brand communicates a clear message about what your company or organization stands for and how you are different from your competitors.

A brand is *not simply the logo*, nor the visual identity. A brand is not the product, the slogan or the advertising campaign. A brand is not even controlled by the company behind it. Rather, a brand is a collection of perceptions that reside in the mind of the customer. It is the initial feeling a customer has about you or your company.

Your job is to cultivate, guard, and maintain a strong brand – the rewards, of which, are consistently loyal customers and a continual increase in customer preference.

1. What is the history of your organization (or company) or freelance business?
2. What is the single most important thing your company does or promises?
3. Is there an important object, icon or person you identify with?
4. What kind of clothing do your employees wear to work?
5. Describe your business in two words:
6. How do you want your customers to see you in 2-5 years?
7. What is your 5-year vision for your company?
8. Do you currently have a marketing plan?
9. What does your marketing plan cover?
10. Why should your customers care about you?

11. What are the values of your customers?

12. How do your customers feel about your products and services?  
(Use up to 5 words)

13. How do you currently market to your customers?

14. What makes you unique and different?

15. How do you emphasize your unique and better than the competition?

16. How do your competitors emphasize their differentiators?

17. What is the decision making process of your customers? (rational/or not)

18. Who is your target market?

19. Who actually buys your product or service?

20. What is your company tagline?

21. What are the people like who work at your company?
22. What tone of voice do you think your company should adopt?
23. How do people benefit from what you do?
24. Who BUYS your product or services (who gives you money)?
25. Describe the quality of your products or services relative to the price?
26. What impression do you want to convey?
27. List adjectives (briefly) that describe your company.
28. What color combinations should be considered?
29. What color combinations should be avoided?
30. What fonts (if any) should be considered?

31. What fonts (if any) should be avoided?

32. What graphics should be considered?

33. What graphics should be avoided?

34. List other brands that you like:

35. What do you like about the other brands that you provided?

36. We judge the effectiveness of our brand in terms of how it looks and feels to our customers--not to us.  
(true/false)

37. We have to discount prices in order to attract and keep customers. (true/false)

38. Our customers can state quite clearly and simply what our brand is to them. (true/false)

39. Our customers would in short state that our brand is ...

40. Our communication plan includes talking to our clients in the following way:

41. We understand in our own minds what differentiates us from our competition.  
(true/false)

42. We are differentiated from our competition in the following ways:

43. Everyone in our organization knows what our brand stands for and can articulate it clearly.  
(true/false)

44. Our communication, marketing, finance, HR and delivery functions are all aligned with our brand objectives. (true/false)

45. If false, which areas are not currently aligned with brand objectives:

46. We view our brand as applying to far more than just our visual identity and our marketing communications.  
(true/false)

47. What are some competitors' websites? (please list them with addresses)

48. What are some of your competitors' logos? (please attach files if you can)

49. What aspects of your competitors' websites/logos do you admire?