CAPITAL CFO+ FREE RESOURCE

BRANDING QUESTIONNAIRE

This brand questionnaire is here to help develop a brand strategy that your creative direction can follow, to ultimately create a brand that connects and resonates with your audience.

GENERAL INFORMATION

01. WHAT IS YOUR FULL NAME? Eg: John Doe	
02. WHAT IS YOUR JOB TITLE? Eg: CEO / Company Owner	
03. WHAT IS YOUR EMAIL ADDRESS? Eg: johndoe@emailaddress.com	
04. WHAT IS YOUR PHONE NUMBER? Eg: 0123456789	
05. WHERE ARE YOU LOCATED? Eg: Cheshire, England	

GENERAL INFORMATION

01. WHAT IS THE NAME OF YOUR BUSINESS? Eg: John & Doe Co	
02. WHAT INDUSTRY DO YOU SERVE? Eg: The industry that we serve is....	
03. WHAT DO YOU DO AS A BUSINESS? Eg: We supply fitness goods for...	
04. WHEN WAS YOUR BUSINESS FOUNDED?	

ABOUT YOUR BRAND

01. WHAT IS YOUR BRAND'S STORY?

Within this question, you need to answer what the brand's literal story is - how the company or product started, what's behind the company name, etc.

02. WHAT IS YOUR MISSION STATEMENT?

This is a sentence or two that explains your company's goals, why it exists and some information about what your organisation does.

03. FIVE WORDS THAT BEST REPRESENTS YOUR BRAND?

Think about your brand's personality. How would you describe it?

04. THREE MESSAGES YOUR BRAND NEEDS TO COMMUNICATE?

Why does your brand matter? These messages should be relevant to your target audience.

ABOUT YOUR BRAND

05. WHAT DOES YOUR AUDIENCE FEEL INTERACTING WITH YOU?

Explain what emotions your company would like your audience to feel when interacting with you or coming across your brand.

06. WHAT ARE YOUR VALUES AS A BRAND?

Explain what your brand values are, as this will help attract new clients, build brand affinity and loyalty through customers.

07. WHAT PAIN POINTS DOES YOUR BRAND SOLVE?

Your brand identity should communicate how you solve your customers problems. Be specific when explaining this.

YOUR TARGET AUDIENCE

01. WHO IS YOUR TARGET AUDIENCE? (AGE, GENDER, LOCATION)

This helps us know who you're trying to appeal to and whats the best solution to target / attract them.

02. HOW DO THEY RESONATE WITH YOU?

This help us establish a strong emotional connection with your audience.

03. WHAT PROBLEMS DO THEY HAVE & HOW DO YOU SOLVE THEM?

Does it save your customers money? Does it help them increase ROI? Think about how exactly you're helping your target audience.

04. HOW WILL YOU FIND AND REACH OUT TO THEM?

Knowing where to find them allows us to focus marketing efforts correctly.

YOUR COMPETITORS

01. WHO ARE YOUR COMPETITORS? (BE SPECIFIC)

This allows us to better understand your market and competition.

02. WHAT ARE YOUR LIKES AND DISLIKES ABOUT YOUR COMPETITORS?

Explain what your likes and dislikes are about your competitors, as this will help us narrow down why customers should choose you instead.

03. WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS?

We want to steer clear away from a brand identity that is too similar to theirs. You have a unique brand, and we need to respect that.

BRAND AESTHETIC'S AND ATTRIBUTES

01. WHAT COLORS BEST REPRESENT YOUR BRAND?

02. WHAT FONT STYLES BEST REPRESENT YOUR BRAND?

03. WHAT DO YOU LIKE AND DISLIKE ABOUT YOUR CURRENT BRAND?

04. HAVE YOU GOT AN IDEA, STYLE OR COLOR PREFERENCE?

MASCULINE	○ ○ ○ ○ ○	FEMININE
SIMPLE	○ ○ ○ ○ ○	INTRICATE
GREY	○ ○ ○ ○ ○	COLOURFUL
CONSERVATIVE	○ ○ ○ ○ ○	EXTRAVEGANT
APPROACHABLE	○ ○ ○ ○ ○	AUTHORITATIVE
NECESSITY	○ ○ ○ ○ ○	LUXURY
FUN	○ ○ ○ ○ ○	SERIOUS
PROFESSIONAL	○ ○ ○ ○ ○	CASUAL
MODERN	○ ○ ○ ○ ○	CLASSIC
SPORTY	○ ○ ○ ○ ○	ELEGANT
EXTREME	○ ○ ○ ○ ○	SAFE

Capital CFO+ | 26F Congress Street #158 | Saratoga Springs | 518.350.4020 | www.capitalcfollc.com