

Branding Survey Worksheet

NAME:

Please fill out this branding survey prior to the sales meeting on _____.

Complete every question and give a short explanation for your answers.

Using these questions as a brainstorming exercise can generate interesting ideas.

Enjoy the process- the more you do, the better we can understand how we function.

KNOW YOURSELF

In this section we would like for you to tell us a little bit more about your company, its services, history, etc.

1. What services/products does your company provide?
2. How long have you been providing these services? What is your company's history (briefly)?
3. Rate your company on a scale of 1 to 10 with 1 being steady and 10 being innovative. Explain.
4. How costly are services/products at your company (value, average, high end?)
5. What is your company's mission or goals at large?
6. What is the number one business goal of your company this year?
7. What is the number one marketing goal of your company this year?
8. What growth do you hope to achieve in the next 5 years (new services, broader appeal, etc.)?
9. What is the general corporate culture of your company? (ie. Laid back and very personal, very corporate and structured, energetic and full of ideas, etc.)
10. How does your company measure success?

Branding Survey Worksheet (*continued*)

KNOW YOUR COMPETITION

Knowing your competition is crucial in business today. Some people when taking this survey realize they haven't checked out the competition in years, if ever. There are two forms of competition: Direct and Indirect. For instance a car company may have another car company as a direct competitor – their indirect competitors would include alternatives such as riding the bus or biking.

11. Name two or three direct competitors. How would you best describe their business and general marketing style? Please give web addresses if possible.
12. On a scale of 1 to 10 how well known are you by competitors?
13. What is the key thing you are known for? What are you least known for?
14. How do your competitors view your company? Explain.
15. Who are your indirect competitors?
16. How does your price compare with the competition?
17. Is there any clear differentiation between you and your competitors (try to go beyond stock answers such as “we provide better service” and give more detail such as “our service is better because we provide free tracking and data sheets with every order”).

KNOW YOUR CUSTOMER

Really knowing your customer is also crucial to a successful business in today's marketplace. Since so much of business relies on personal service and personal contact it is important to know your customers. Like competition there are both direct customers and indirect customers (influencers.) Be aware of the indirect customers also when filling out this section.

18. Who is your typical audience or customer (Income, education, culture, etc.)?
19. Who do you want to attract that you aren't currently?
20. What are the biggest obstacles and misconceptions between you and potential customers?
21. What would customers say are your company's biggest assets?
22. How do you generally interact (day-to-day) with your customers (email, face to face, phone, etc.)?
23. How do you generally mass communicate with your customers (email, direct mail, newsletter, etc?)

Branding Survey Worksheet (*continued*)

KNOW YOUR BRAND

It is important to note the difference between a brand and a company. Your company is the business you run - your brand is the idea/identity you sell. Often they are one in the same, but they function slightly differently.

24. Do you feel our current brand image needs updating?
25. What sort of image does our brand currently convey? What would you like it to convey?
26. What aspects of our brand inspire customer loyalty? Are these brand assets you need to keep or can they be changed and still retain the loyalty?
27. What aspects of your brand are you eager to ditch? Are they too limiting, too archaic?
28. List three words that come to mind when you think of your brand.
29. If you could choose any spokesperson to represent your company who would it be and why?
30. If your brand were a car – what style of car would it be? (Really think about this one – this is not the car you want to drive – it is the car that most closely resembles the way your brand functions). Explain.
31. List at least three brands (not necessarily in the same field as you) that you feel have similar ideals and style as your brand and/or are making the kind of impact you want. Draw from both national and local sources. Explain what brand asset of theirs you appreciate.
32. How would you identify the “personality” of your brand now
33. How do you want the “personality” of your brand to come across?