



# BRANDING QUESTIONNAIRE

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Below you will find a branding questionnaire which is the first stage of branding at Solid Giant LLC. It is meant to help us gather information from you and for further design and development process.

Please try to give accurate, thoughtful, detailed replies to the questions given below. Your reply will help us gain valuable insight on your company, the business you conduct, and your customers, as well as your taste and personal preferences. Most importantly, your replies will help us formulate the goals your new brand will be required to achieve.

*To fill in this document, you will need Adobe Acrobat 5 or upwards. Get the latest version of this product here: <http://get.adobe.com/reader/>*

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## **What is a brand?**

A brand is often mistaken as a variety of different things and it's important to understand its ambiguous nature. 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 gut feeling a customer has about you.

While you may not have direct control over your brand, you most certainly are its steward. Every interaction the customer has with you influences their perceptions. The product experience, customer service, slogans, ads, and even product manuals all contribute to the customer perception of your company or product. 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.

## **What makes a good brand?**

A good brand communicates a clear message about what it stands for and how it differs from competitors. It stems from your product positioning and customers understand and internalize the brand through its consistent use. Each touch point within your customers' experience should seek to reinforce this same message.

With a well crafted strategy, a good brand begins to look more like a belief system than anything else. It takes on a vibrant life of its own, and customers will stand behind the brand, adopting its claims and evangelizing it to others. Major national brands know this and use it to great effect. Coke has us believing it is 'The real thing' and no other poor excuse for a cola will do. BMW owners believe they have the 'Ultimate driving machine', rather than just an ordinary, stuffy luxury car. These brand promises have grown beyond mere slogans, evolving into living mantras for the company and their believers.

## **Purpose of this Questionnaire**

This analysis is designed to help us understand your current brand and the context surrounding it. This process may reveal a strong and vibrant brand – or it may illuminate missing areas and lack of focus. If the latter is the case, it opens the door for discussion on these points and will help you gain a razor sharp vision of what your brand represents.

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# **Your Company Background & Culture**

**How did the brand or company start? Has it evolved from the initial vision?**

**Where is the brand going? What is the 5 year vision for the company and its products?**

**How would you describe your company culture?**

## **The customers and Market**

**What market are your products in?**

**What are the values of your customers?**

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**What Specifics are they looking for when they look for your type of product?**

**What is the decision making process customers use (rational or not) when they purchase your brand?**

**What ways do you market? How do you reach out to new customers?**

## **Brand positioning**

**What does your brand stand for in the customers' mind?**

**Why should they care about you?**

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**What are your key differentiators?**

**How do you envision emphasizing those differentiators?**

**What Is your primary brand tagline?**

## **Brand Tone**

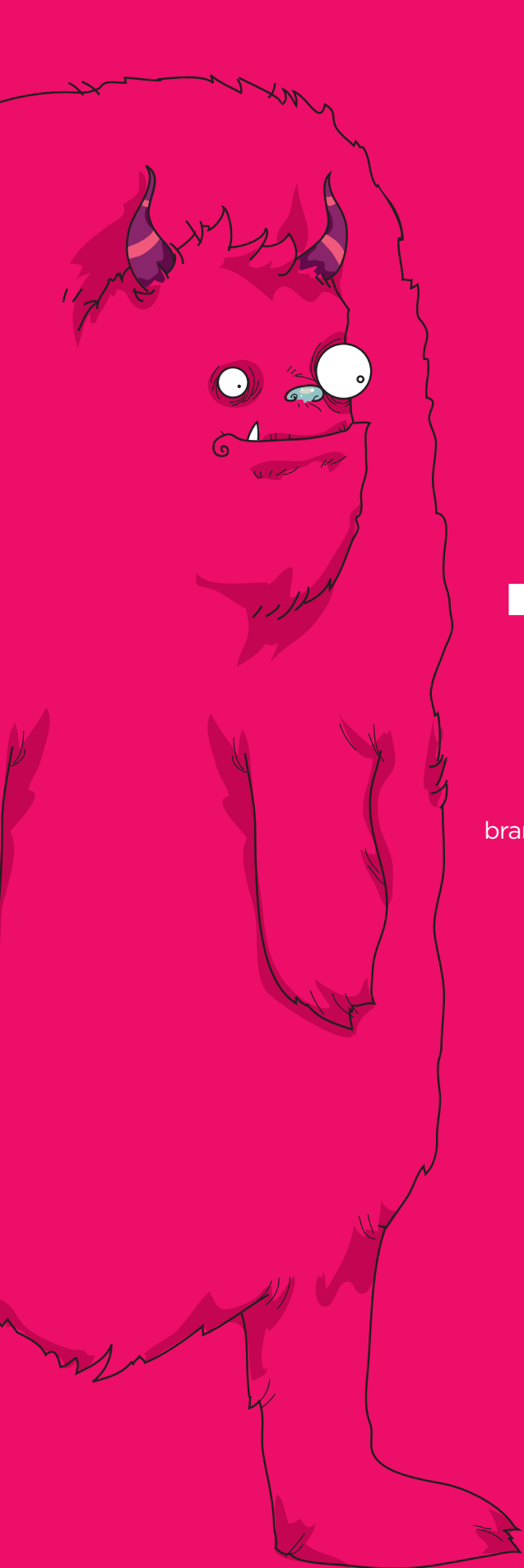
**What adjectives describe your brand?**

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**What tone do you want your brand to carry?**

**Who are your competitors?**

**Why do they get it wrong and you get it right?**



# THANKS!

Thank you for taking the time out of your day to fill out this branding questionnaire! Your time is valuable to us, so Thank You!  
If you have questions, please do not hesitate to contact us.

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