



# questionnaire

## WHAT MAKES A GOOD BRAND?

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. A *good* brand communicates a clear and concise message about what it stands for and how it differs from competitors.

Begin by filling out this questionnaire. Answering these questions will help gain a clear understanding of how to best bring your projects from concept to completion.

**When you're satisfied with your answers, email a pdf to: info@raven2.com or fax it to 781-631-2241**

We'll contact you to see how we can begin working on a unique solution tailored specifically for your needs.

## THE BRANDING QUESTIONNAIRE

**Fill out this questionnaire and return it to: info@raven2.com or fax it to 781-631-2241**

1. What is the companys history?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. What is the most important thing your company does/promises?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Is there an important object, icon or person you identify with?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Describe your business in two words:  
\_\_\_\_\_
5. How do you want your customers to see you in 5 years?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. What is your 5 year vision for your company?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Do you currently have a marketing plan?      YES      NO
8. What does your marketing plan cover?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. Why should your customers care about you?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



10. What are the values of your customers?

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11. How do your customers feel about your products and services?

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12. How do you currently market to your customers?

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13. What makes you unique and different?

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14. What drives your customers decision making process (rational/or not)

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15. Who is your target market/demographics? (age, education, income, etc)

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16. Who actually buys your product or service?

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17. What is your company tagline?

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18. What is the tone of voice of your company?

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19. How do people benefit from what you do?

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20. Describe the quality of your products or services relative to the price?

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21. What impression do you want to convey?

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22. What color combinations should be considered/avoided?

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23. What fonts (if any) should be considered/avoided?

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24. What graphics should be considered/avoided?

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25. List other brands that you like:

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

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27. We have to discount prices in order to attract and keep customers. True False

28. Our customers can state quite clearly what our brand is True False



29. Our customers would state that our brand is ...  
\_\_\_\_\_  
\_\_\_\_\_

30. Our communication plan includes talking to our clients in the following way:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

31. We understand what differentiates us from our competition.  
True False

32. We are differentiated from our competition in the following ways:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

33. Our communication, marketing, finance, HR and delivery functions are all aligned with our brand objectives.  
True False

34. If false, which areas are not currently aligned:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

35. What are some competitors' websites? (list addresses)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

36. What aspects of your competitors' branding do you admire?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

37. What keywords best describe your business?  
dependable, traditional, established, edgy, strong, enthusiastic, unique, high-tech, integrity, fun, serious, upscale, original, etc.

38. Describe your company's internal culture or atmosphere in  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

39. What is your work environment like?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

40. What is your distinct competitive advantage?  
List proof points  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

41. What is your primary shortcoming or weakness?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

42. What factors in your business environment do you need to overcome to succeed?  
Competitors  
Tight budgets  
Lack of perceived need for your service  
More advanced technologies  
Other:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I would like to discuss the following with Raven Creative:**

- Do you have a precise business project that you would like talk about?**  
\_\_\_\_\_  
\_\_\_\_\_
- What is the time-frame for this project?**  
\_\_\_\_\_  
\_\_\_\_\_