

BRANDING QUESTIONNAIRE

- ✦ GAIN CLARITY ✦
- ✦ BUILD A COMMUNICATION BRIDGE ✦
- ✦ REACH PEOPLE ✦





WHAT DO PEOPLE THINK ABOUT
YOU WHEN YOU'RE NOT AROUND?
THIS IS YOUR BRAND.

THIS DOCUMENT AIMS TO HELP
EQUIP YOU TO **INFLUENCE** WHAT
PEOPLE THINK ABOUT YOU—TO
INFLUENCE YOUR BRAND.

WHY? SO THAT YOU CAN CUT
THROUGH THE NOISE AND
REACH PEOPLE.



SIMPLY ANSWER THE FOLLOWING
QUESTIONS TO THE BEST OF YOUR
ABILITY. LET'S GET STARTED.

THE BASICS

Organization Name:

Location:

Who is your primary decision maker?

Who is in charge of communication for this project?

Why is now the time to brand or rebrand your organization?

IDENTITY

ALL ABOUT WHO YOU ARE.

What are your Core Values?

What is your Mission Statement?

What is your Vision Statement?

Are your Core Values or Mission Statement open to change? Minor adjustments?
Open to recommendations?

What is distinct about the culture of your organization?

What are your strongest advantages?

IDENTITY (CONTINUED)

ALL ABOUT WHO YOU ARE.

What are some key phrases that have helped shape the culture of your organization? Maybe consider phrases that have seemed to resonate and produce an ongoing effect.

What key phrases or descriptions describe your aspirations for the future?

Is there anything you can share about the reason for the name of your organization?

Do you have any other foundational messaging that you have refined? Like a vision statement or a tag-line?

Of all your current core messaging, what do you feel the least certain about?

Of all your current core messaging, what do you feel most confident about?

VISION

ALL ABOUT WHAT
YOU WANT AS AN
ORGANIZATION.

Fast Forward a handful of years from now. Imagine you're at a coffee shop and you're hearing rumors about your organization. You're glad to hear that these rumors are positive. What, exactly, are you hearing people say?

What is your specific, measurable, aspiration for your realm of influence?

What metrics will you use to measure the success of this branding project?

How will the world look different as a result of what has been done through the work of your organization?

REPUTATION

ALL ABOUT WHAT
YOUR AUDIENCE
THINKS ABOUT YOU.

How would you describe your reputation among those current outsiders whom you are trying to reach?

Past:

Current:

Future/Aspirational:

What certain organizations do you need to set yourself apart from?

In what ways would you prefer not to be described?

Who is it that you're sure you *don't* want to be, as an organization?

AUDIENCE

ALL ABOUT WHO YOUR ARE TRYING TO REACH.

Can you share specifics about the people you are best suited to reach:

Age:

Life circumstances: (Example: Families? Professionals?)

What is unique or noteworthy about the people you are reaching?

What influences shape the mindsets of the people you are reaching?

Tell us about someone whom you have reached successfully, whose life now displays the desired outcomes that your organization works toward.

AUDIENCE (CONTINUED)

ALL ABOUT WHO
YOUR ARE TRYING
TO REACH.

Is there anyone else? (Really, the more personal stories you can provide, the better)

What brands resonate with the people you are reaching (local brands or major brands)?

PSYCHOGRAPHICS

ALL ABOUT WHAT YOUR AUDIENCE WANTS.

Examples of Philosophical/ Moral Challenges

- + "I should be taking better care of my family."
- + "I should be a better example for those who look up to me."
- + "I should be a more involved citizen."

Tell us about what people in your audience want by filling out the following about them.

Hopes:

Fears:

Challenges:

Internal: (emotional and mental)

External: (circumstantial)

MESSAGE

COMMUNICATE
THE DESIRED
OUTCOMES SHARED
BY YOU AND YOUR
AUDIENCE.

How should people feel when they experience your communications?

What is the main value proposition you have for people?

Any other additional value propositions which you offer?

Imagine you have the opportunity to make a promise to the people in your audience that you know you can stand by. What is that promise?

What are the mediums through which people will be experiencing your brand?
Especially include those which are somewhat unique to you.

MESSAGE

**COMMUNICATE
THE DESIRED
OUTCOMES SHARED
BY YOU AND YOUR
AUDIENCE.**

Which mediums are top priority in your communication strategy?

When you consider the people who are actively involved in your organization, what future do you envision that they also desire? In other words, what is the "shared win" that you are working toward?

When you consider current outsiders, where do your hopes for them and their current hopes intersect? In other words, what do they already hope for that you have an answer for?

What is your invitation for current outsiders? Why should they become involved in your organization? What's in it for them?

STRATEGY

Please describe the step-by-step journey that someone might take, from being an outsider, to becoming interested, to becoming fully plugged into your organization.

What sorts of things do you say “no” to so that you can keep saying “yes” to the right things?

Is there anything else you can tell us about your organizational strategy?

THE NEXT STEP IS A
CONVERSATION.

